



The

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NEWSLETTER FOR RESIDENTS AND FRIENDS OF THE LODGE AT OLD TRAIL

Our Connection to the Chesapeake

You might say Lickinghole Creek is both friend and foe. It is the escape route for the stormwater that runs off the parking lots and rooftops around The Lodge. The 13.7 square mile watershed of the stream includes all of Old Trail and most of Crozet. It is also a nine-mile natural barrier, with only three bridges where vehicles can cross from one side to the other. A fourth bridge used for foot traffic in the parkland behind The Lodge was just given a new lease on life with a brand new deck.

Emanating at the bubbling springs on Bucks Elbow Mountain, Lickinghole Creek flows behind The Lodge on its way to the Mechums River east of Crozet and the Chesapeake Bay beyond. What is charitably called Lickinghole Creek Falls can be seen at a point only a short distance from the foot bridge. The bridge can be reached by following the trail behind The Lodge past the garden plots in the park. After crossing the bridge, the falls are a short walk to the right.

Inspectors found the foot-bridge substructure to be sound, but the wooden deck was becoming riddled with holes, requiring a complete replacement with special order planking and fasteners by the county parks and recreation department costing \$29,000. The bridge, thought to be about 30 years old, replaced earlier ones built for farmers to access their fields and pastures. Only park department vehicles are permitted to cross the bridge. Additional foot bridges are included in park development plans.

VDOT plans either one-way alternating traffic or a five-mile detour in 2022 during reconstruction of the bridge crossing Lickinghole Creek on the road from Route 250 to Crozet. Although the detour option avoids the other two stream crossings, traffic increases on Old Trail Drive are likely because the detour will be a much longer drive.

The derivation of Lickinghole Creek's name? Speculation is that it was in reference to the deer often seen going down to it to lick up the water.

See photos on next pg.



RESIDENT FOCUS

Doris Buck has had more than her share of sorrow and hardship, but you would never know it from her charming personality. The victim of a broken neck, Doris went through six weeks of hospitalization and rehabilitation when her children insisted it was time to move for greater security. Her first husband had deserted her and her beloved second husband died of a stroke. Sheepishly admitting that she misses the house in Charlottesville where she lived for 50 years, she is quick to add that she is happy in her new home at The Lodge and thankful for many joyful memories.

A hale and hearty woman in her 80s, Doris was raking leaves at her home in Charlottesville when she slipped and fell on wet grass. Unable to perform the necessary surgery, Martha Jefferson Hospital shuttled her to the UVA Medical Center for treatment. That is when her three children told Doris they wanted to sell her home and car and make arrangements for living at The Lodge. She became a resident in 2016.

Doris lived her youthful years in Greenville, Virginia, an unincorporated village in Augusta County and also the birthplace of singer Kate Smith. She attended the elementary school in Greenville and graduated from Wilson Memorial High School in Fishersville. Her father ran the boilers at Wayne Manufacturing Company in Waynesboro, a prominent firm that outfitted the interiors of over 1,000 naval ships during World War II. Her homemaker mother cared for Doris and her six siblings. "My father had cows, chickens, and horses," says

cont'd next page



Resident Focus (continued)

Doris, “but my mother was the one who milked the cows.”

After high school graduation, Doris was employed in the office of Crompton Company in Waynesboro for 11 years. The world’s foremost producer of corduroy and velveteen, Crompton was another of the top firms that made their homes in the city’s huge industrial base during the mid 20th century.

By continuing regular attendance at a local Presbyterian Church, a practice that her mother had instilled in her, Doris made friends with the minister’s son, David, and married him in 1953. He was skilled in grocery store management and worked for Colonial Stores, a grocery chain that was the forerunner of Harris Teeter. They moved to Charlottesville, where he was hired as the K-Mart grocery manager, and raised two daughters and a son at their Charlottesville residence.

After 20 years of marriage, David began exhibiting bizarre behavior. He finally walked away from his family, forcing Doris to find a job to make ends meet. “I never expected that from the son of a preacher,” says Doris. She joined the lawbook publisher Michie Company where she worked in the office taking book orders for 26 years.

Ronnie Buck opened a new chapter in Doris’s life. He was a mechanic who worked for Albemarle County public schools. Doris met him on a blind date to visit a fair in Richmond. They hit it off and dated for a year before getting married in 1978 at First Presbyterian Church in Charlottesville. “My one demand,” says Doris, “is that he became a Presbyterian so that he could go to church with me.” Ronnie, who had been unchurched until he met Doris, readily obliged. After retirement from the county, Ronnie suffered several heart attacks and died in 2011.

Doris has always spent hours knitting and crocheting. She made the clothes for her children and is currently a member of The Lodge knitting club and the Tabor Church Quilting Club. Her quilting and needlepoint decorate the walls of her apartment. Reading historical books is another favorite pastime and as a member of The Lodge book club, she is reading *A Gentleman in Moscow*, the club’s current selection.

She and a former next-door neighbor like to visit various local points of interest, including Natural Bridge, and discovered that they both enjoy browsing local thrift shops. A member of Olivet Presbyterian Church on Garth

Road, the former neighbor continues to take Doris with him to Sunday services, even though he has left The Lodge.

Doris’s daughter Patricia is a doctor who lives in Crozet. Her son David is an engineer living in North Carolina, and her daughter Donna is a retired school teacher living in Charlottesville. Doris has four grandchildren, all attending college.



Clockwise from top left, Doris at six years, Doris with her three children Donna, David, and Patricia in 1969, Ronnie and Doris in later years, and Doris and Ronnie at their wedding reception.

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The foot bridge over Lickinghole Creek sports a new deck with custom boards and fasteners. Lickinghole Creek Falls can be viewed from an adjacent sitting bench.



Rise and Fall of 126-Year Giant

Once the leading retail business in the world, Sears, Roebuck and Co. had grown to a creature of gargantuan proportions with revenues of nearly 60 billion dollars, over 2,000 department stores, and a record of one out of seven Americans who had worked for the thriving corporation. Then this seemingly indestructible business, with roots dating back to the 1890s, showed signs of red ink. The retail giant reported its first quarterly loss in 1992. All sorts of economic gimmicks were tried to resuscitate the American icon. Now, with a fraction of its stores still open for business, Sears is all but a memory to many. Was the rise and fall of this giant corporation inevitable or a result of management incompetency? Amazon founder Jeff Bezos thinks maybe it is inevitable. He says that Amazon could fail sometime in the future, but with the hope that it happens only after he is gone.



Sears, Roebuck and Co. rented this five-story Chicago building in 1895, two years after the company had formed and outgrew Minneapolis.



Richard Warren Sears

Founder Richard Warren Sears had no clue of where he was headed. Employed as the manager of the railroad and express office in North Redwood, Minnesota, Sears talked a Chicago watchmaker into selling him a shipment of watches that was refused by a local jeweler. Offering other agents on the railroad line the hunting-case watches for \$14 he had bought for \$12, they each made a profit under selling the typical price charged by jewelers. So successful in

buying in bulk and selling to other agents, Sears quit railroading, founded the R.W.Sears Watch Co. in 1886, moved to Chicago, and advertised for a worker who knew something about watches. Concluding that buying parts and assembling watches was more lucrative, he needed a watchmaker.



Alvah Curtis Roebuck

Indiana-born Alvah Curtis Roebuck worked for a delicatessen owner in Hannah, Indiana repairing watches and clocks. A gentleman “who looked like a bank president or minister,” Roebuck answered the ad. Before long, he was working seven days a week, supervising eight watchmakers while Sears was selling them through 20,000 railroad express agents.

Sears broadened his business to selling by mail order to the mostly rural general public. He briefly retired twice before the age of 27 when he rejoined Roebuck in 1893 to establish Sears, Roebuck &

Co. By then he had expanded his wares to include furniture, dishes, saddles, firearms, wagons, buggies, baby carriages, and musical instruments in addition to watches, jewelry, and sewing machines.

His flair for advertising was evident in the spellbinding catalogs he designed and edited which had grown to 507 pages and were bringing in more than three-quarters of a million dollars in business in 1895.

Sears thrived on 12-hour work days, but Roebuck was in ill health and sold out to Sears in 1897. About that time, clothier manufacturer Julius Rosenwald, convinced that mail-order had a profitable future, invested needed capital in Sears, quit manufacturing, and joined the company as vice-president, bringing order and system to the firm. Many doubt Sears could have survived without him

Business boomed, orders poured in faster than factories could produce, sometimes delaying shipment by up to four months. By 1900, sales exceeded 10 million dollars, surpassing the only other mail-order firm, Montgomery Ward.

Rosenwald masterminded construction of a 40-acre warehouse in suburban Chicago, the largest mercantile plant in the world, completed in 1906. The company developed automatic letter openers that opened 27,000 letters per hour. Orders were sent by pneumatic tubes for dispatch within 24 hours by the 96 departments into which the company was divided. Factories were bought up to reduce production costs and increase volume. Company employment surpassed 8,000 workers by 1908.

Sears was the first retail firm to go public, making Rosenwald and Sears millionaires over night. Tensions between Sears and Rosenwald over massive expenditures in advertising resulted in Sears’s resignation in 1908, making Rosenwald company president until 1924 when he stepped down to devote his time **Cont’d next pg.**



Julius Rosenwald

Sears (cont'd)

to philanthropy. The Rosenwald school building program for African-American children was among his major contributions (see sidebar).

Succeeding managers turned Sears “from mail to malls,” establishing department stores in most big city shopping malls, a move that Rosenwald resisted even though he knew Sears had to change. Charlottesville’s first Sears store opened in 1938 in a block that is now part of the downtown mall. It was replaced in 1957 with what was then the city’s largest retail store at 1105 West Main Street until its 1980 closure when Sears opened its Fashion Square Mall store.

A \$4 billion dollar loss in 1992 awoke Sears management to impending trouble. In attempting to streamline the company, management began peeling away its assets. The stock and real estate brokerage firms it had acquired were liquidated. It parted ways with the Allstate Insurance Company that it had created. What was the world’s tallest building it had built in Chicago was sold. The legendary Sears catalog was axed. A try at Sears Grand stores, in a move away from shopping malls and toward stores like Walmart, failed miserably.

Hope for revival occurred in 2004 when Kmart bought Sears for \$11 billion, but sales continued to dwindle. Stores were closed, the Lands End clothing business it had acquired and iconic Craftsman tools were spun off. By October 2018, the stock price of the Sears and Kmart parent company, Sears Holdings, had evaporated to a mere 50 cents a share. The Sears store in Charlottesville closed in March.

Bankruptcy was declared in 2018, followed by an auction sale to a hedge fund vowing to keep 425 Sears and Kmart stores open, saving it, at least for the time being, from liquidation.

What killed Sears? Expert views vary, but it is clear that closing stores, unloading product lines, and merging two troubled retailers were not the answer. While Amazon and Walmart were innovating and cutting prices, Sears trudged along, trying ideas that were too little too late.

The market goes on and tastes change, observes one marketer who says when shoppers walked into Sears, they were saying we can do better than this.



Reminders of Sears’ past presence in Charlottesville are the building it occupied in downtown until 1980 and the empty parking lot at the closed Fashion Square Mall store. The downtown building on West Main Street was purchased and renovated by UVA. Named for John M. Stacey, the first director of the UVA Medical Center, Stacey Hall contains offices for the medical school.

Julius Rosenwald (1861-1932), born to German-Jewish immigrant parents in Springfield, Illinois, in his youth told a friend that his goal was an annual income of \$15,000—\$5,000 to live on, \$5,000 to save, and \$5,000 to give away. As clothing maker and President of Sears, Roebuck & Co., his income far surpassed the goal. His donations of an estimated \$75 million make him a preeminent philanthropist of the early 20th century.

JR, as he was called, regretted his whole life not having completed either high school or college. A fervent believer, nevertheless, of the importance of education as a means of advancement, he readily accepted the idea from educator Booker T. Washington to finance rural schools for African-American students in the segregated South.

Over 5,000 schools in 15 southern states were constructed with Rosenwald donations in the two decades before his death. By offering matching funds, JR created the incentive for others to give, believing that the community had to be involved for the schools to be successful.

Of the 371 schools he helped build in Virginia, seven were in Albemarle County. The Greenwood School in Newtown was built in 1926 at a cost of \$3,700 with \$700 from the Rosenwald Fund. The two-

teacher type of school was used as a community center after schools were desegregated. The remains of the building still stand.



Abandoned Greenwood Rosenwald School in 2015.

Population Prospects

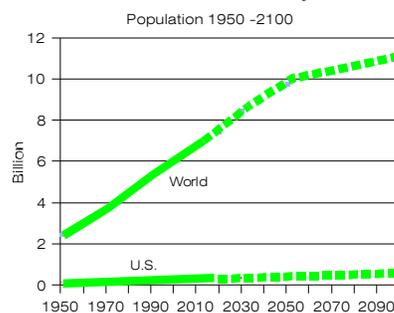
The Weather Service is not alone in predicting the future. The Population Division of the United Nations predicts a continuing increase in global population over the next 70 years, despite significant declines in birth rates.

Much of the increase is projected to occur in a small number of countries, especially in Africa, where fertility is expected to remain above 2.1 births per woman, known as the replacement level of fertility required for stabilization of population size.

The fertility rate in the United States is expected to hover around 1.9. But together with immigration and life expectancy gains, U.S. population will be pushed higher.

The bottom line? The global population of 7.8 billion in 2017 is projected to rise to 8.6 billion in 13 years, 9.8 billion by 2030, and 11.2 billion by 2100. The 2017 U.S. population of 324.5 million is projected to be 354.7 million in 2030, 389.6 million in 2050, and 447 million by 2100.

These data give rise to at least two takeaways. First, the UN warns that to meet fertility rate projections, it is essential that improvements in reproductive health services occur, including family planning, with a focus on enabling women and couples to achieve their desired family size.



Second, the public needs to be prepared for the impacts of more public works projects for more people. New projects are sure to threaten human development and environmentally sensitive areas, and will often lead to protests by those who are impacted.