



Diamond Hill News

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Walter C. Beasley

Prominent among the energetic and enterprising business men on the younger generation who have recognized the exceptional opportunities for success made possible by the advent and marvelous growth of the automobile industry, is found Walter C. Beasley, head of the Beasley Motor Company, Incorporated of Lynchburg. Prior to entering this line of enterprise, Mr. Beasley had been identified with a successful shoe business, but with the continued growth of the motor car business he decided to change his line, and although he has been engaged in selling automobiles for only a comparatively short period, he has had no reason to regret the change he made.

Mr. Beasley has won his success in the midst of friends and neighbors, as he was born at Lynchburg, April 25, 1896, and is a son of Robert P. and Willie (McConville) Beasley. His father, who was born, reared and educated in Amherst County, Virginia, did not care for the agricultural life which his pro-genitors had followed, instead turning his attention to merchant-tile lines. Eventually he founded a modest wholesale shoe business, which through great industry and good business management he developed into one of the large and important enterprises of Lynchburg, the Beasley Shoe Company, Inc., manufacturers and wholesale dealers. He continued at the head of this business until 1922, when he turned over the presidency to his son, although he continued to have an interest in the concern until 1926 when it was sold. He is still a resident of Lynchburg, living in retirement from business cares, and is one of the highly esteemed men of his community, where he has an enviable reputation for integrity, straightforward dealing and good citizenship. He is a consistent member of the Court Street Methodist Episcopal Church, in which he served as a member of the board of stewards. He has never cared for public honors and maintains an independent stand upon political questions,



505 Washington St — Beasley House (C.1905)

voting rather for the man than the party. Mrs. Beasley, who also survives, is a native of Lynchburg, and she and her husband are the parents of four children: Robert Parker, Jr., a retired business man of Lynchburg; Walter C., of this review; Mrs. J. W. Grimes, a resident of Lynchburg; and Lee Hall, a student at Randolph-Macon College, at Ashland, Virginia.

Walter C. Beasley attended the public schools of Lynchburg and after his graduation from high school entered the University of Virginia, where he pursued a business law course and was graduated in 1917. He at once entered his father's business where he made himself familiar with every detail, and in 1922 succeeded the elder man in the presidency. During this time he entered the United States Army, and during the three months of his service was in training at Camp Joseph E. Johnston, at Jacksonville, Florida. This business was sold, as before noted, in May, 1926, and in August of that year Mr. Beasley became the organizer of the Beasley Motor Company, Incorporated, making a specialty of handling Hudson and Essex cars, and having the sales rights in several counties around Lynchburg. This concern has a commodious sales-room at Fifth and Federal streets, with a fully equipped service and filling station in connection, and also handles all-kinds of automobile parts and accessories. Mr. Beasley is known as a young man of great business energy and good judgment, and devotes his entire time to his enterprise having few outside interests, although he is a genial man and fond of the companionship of his fellows. With his family, he belonged to the Court Street Methodist Episcopal Church.

In 1919 Mr. Beasley was united in marriage with Miss Kathryn Harms, who was born in Chambersburg, Pennsylvania, and educated at Randolph-Macon Woman's College. Mr. and Mrs. Beasley are the parents of two children: Kathryn Harms, born September 21, 1922; and Betty Virginia, born November 19, 1927. (*Article copied from Virginia, Rebirth of the Old Dominion by Philip Alexander Bruce*)

Election of Officers & Directors

Our nominating committee will present the following slate of officers and directors at the Annual Meeting on Jan. 5:

- ◆ President: Katheryn M Brown
- ◆ Vice-President: Mark Little
- ◆ Recording Sec: Mari White Smallshaw
- ◆ Membership Sec: Mary Kathryn McIntosh
- ◆ Treasurer: Jean Hannon
- ◆ Historian: Julianna K. Neighbors
- ◆ Director 2010-11: Patrick H. Gatti
- ◆ Director 2010-11: L. Robert Halpin

During 2010 Josie Alvarenga and James J. Carrington will be completing their two-year terms of office as directors. The election will be held during the DHHS Annual Meeting on Tuesday, Jan. 5, 2010. Our sincere thanks to our nominating committee for their work: chairperson Julie Neighbors, Josiani S. Alvarenga and Katheryn M Brown.

2010 Annual Meeting

The Annual Meeting of the Diamond Hill Historical Society will be held Tuesday, Jan. 5, at the home of George and Jane Dooley, 508 Washington Street at 7:30 p.m. In addition to the usual business, the Annual Meeting provides for the election of officers and directors and the presentation of annual reports by the President, Treasurer and other officers or committees.

We would like to remind members that DHHS Bylaws state: "To qualify to vote at the Annual Meeting, an Active Member's dues must be paid on or before January 1 of that year. After January 1, dues will not be accepted until the conclusion of the Annual Meeting."

Dues can be mailed or delivered to our Treasurer, Jeffrey Schneider, 307 Washington Street, Lynchburg, VA.

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 P.O. Box 803, Lynchburg, VA 24505
 Website: www.diamondhill.org
 Email: dhhscontact@yahoo.com
 Newsletter articles:
diamondhill_news@yahoo.com

Officers & Directors

President: Patrick H. Gatti
Vice-President: Katheryn M Brown
Recording Sec: Mari White Smallshaw
Membership Sec: Mary Kathryn McIntosh
Treasurer: Jeffery Schneider
Historian: Fran D Briley
Director 08-09: Julianna K. Neighbors
Director 08-09: L. Robert Halpin
Director 09-10: James J Carrington
Director 09-10: Josiani S. Alvarenga

Committee Chairpersons

Neighborhood Beautification: Robert Eugeni
June Social: Jean Hannon
Tours: Julianna K. Neighbors
Website: Mari White Smallshaw
Newsletter: Josie Alvarenga
Neighborhood Watch: L. Robert Halpin
Children's Activities: Mari Smallshaw
Auditor: Charles Bedat
Endowment Fund: Jeffery Schneider
Parliamentarian: Charles K. Bradner

Meetings

Business meetings are usually held at 7:30 p.m. on first Tuesdays of each month except June, July and August. Owners of properties in the Diamond Hill Historic District and others interested in supporting historic preservation are welcome to attend.

Membership

Annual dues for Active Members are \$10.00 per person and the initiation fee is \$5.00 (first year). Active Membership is limited to adult members of households owning Diamond Hill property. Annual dues for Associate Members are \$10 per person (no initiation fee). All members receive this newsletter at no charge. Newsletter subscriptions for non-members are \$5.00 per year.

Publisher's Statement

The Diamond Hill Historical Society (DHS) is a nonprofit historic preservation organization approved under Section 501(c)(3) of the Internal Revenue Code of 1954. Its purpose is to preserve and encourage—through the fostering of education, research and restoration—the historical and architectural integrity of the Diamond Hill Historic District. DHS was incorporated in the Commonwealth of Virginia February 22, 1979. Views expressed in the *Diamond Hill News* do not necessarily reflect the position of DHS or its officers and directors.

Christmas On Diamond Hill, A Tour of Selected Homes

In spite of chilly, rainy weather on Sunday, Dec. 13, our 2009 Christmas on Diamond Hill Tour was a great success. Over 183 guests attended. On such a dark, dreary day the candles illuminating the six featured homes provided a warm, welcoming glow. Many guests remarked about the beauty of the homes with their seasonal decorations; several mentioned that the event marked, for them, the beginning of their Christmas celebration.

We would like to express our hearty thanks to the following families who volunteered to open their homes for the tour:

- ◆ Kathleen and Starr Cavins, N.C. Manson House
- ◆ Katheryn and Hampton Brown, Walter G. Jones House
- ◆ Julie and Louis Kibby, John H Moore House
- ◆ Genevieve Whittemore and R. Bruce Johnson, Ernest R Williams House
- ◆ Sally and Jeff Schneider, Arthur T. Powell House
- ◆ Marla and Jeff Potter, A.R. Long House

The biennial Christmas Tour is our major fund-raiser. Proceeds from the project are used primarily for neighborhood beautification and improvement—particularly along the gateways to Downtown. Special thanks go to the four establishments that sold tour tickets for us:

- ◆ All That Gift Shop, 18013 Forest Rd., Forest
- ◆ Hardwick's Gifts, Galleria, 915 Main St.
- ◆ Lynchburg Florist & Antiques, 3224 Old Forest Rd.
- ◆ Visitors Information Center, 12th and Church Sts.

Almost every one of our members participated in one way or another—baking cookies, serving as docents, working on committees, cleaning up in front of their homes and adding holiday decorations. The tour is a complex, challenging project and much of our success was due to Tour Chairperson Julie Neighbors' ability to keep all of the balls in the air. So many people were involved in making our Christmas tour a success it has been impossible to keep track of everyone's contributions of time and talent. Thanks for your support and hard work; please take pride in the outstanding success your contributions helped to make.

A very special thanks to Lynchburg Mayor Joan Foster for volunteering at Sally and Jeff Schneider's house. Her support for historic preservation is really appreciated.

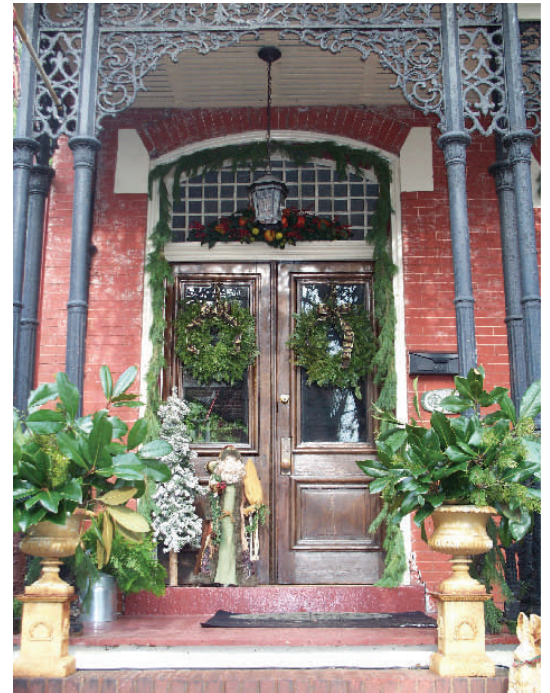
City crews did a fantastic job of hauling away the tons of leaves that fell during the week before the tour as the weather suddenly turned brisk. Three crews were busy on Thursday and Friday vacuuming up leaves and the street sweeper polished off the job in the wee hours of Saturday morning. We cannot thank enough Neighborhood Program Coordinator Keith A. Wright, Public Works Director David A. Owen and their crews for their help. Our guests were able to stroll comfortably and safely throughout the historic district.

Many thanks to everyone for their outstanding work!



Christmas On Diamond Hill

Rain or shine these houses looked Beautiful. The holiday decorations and the architectural details impressed many of our guests!



Visitor's enjoyed the Victorian Christmas décor at Arthur T. Powell House.



Guests enjoyed home-baked cookies and punch at the A.R LongHouse.

Many guests were enchanted by the beautiful architectural details at Ernest R. Williams House.



Permission to park on both sides of Washington St. helped our guests.



After visiting N.C. Manson House several guests remarked, "It seems like we have been taken back in time."

Windows

Windows are the most visible, yet commonly under-appreciated components of older and historic homes and buildings. While being very beautiful, original historic windows also serve a great purpose – they impart a building's inside-outside connection. They provide ventilation and light, and can function as emergency egress. Above all, they offer clues to a building's history because they are integral aspects of architectural design. However, despite all of these attributes, windows are an easy target and are all too often blamed for energy loss. Commonly, people jump to replace their historic windows because companies promise that their replacement windows will not only save them time and money, but that their products and services are the "green" thing to do. In fact, a thriving industry has grown around the perceived need to replace rather than restore. Have you ever wondered why there are no replacement fireplaces? Fireplaces with ill-fitting or missing dampers leak more heat than windows do, but salesmen don't leave flyers for new dampers in your mailbox, do they? One reason why it is tempting for homeowners to replace their original historic windows is because they can immediately see a difference when a window is replaced. And, even though a project like sealing air leaks will ultimately save more energy than replacing windows, there is relatively low demand for air-sealing services. The following frequently asked questions are intended to not only inform and inspire, but to demonstrate how you can keep your old windows, achieve energy efficiency, and be "green" throughout the process.

- ◆ Why do my old windows matter?
- ◆ Should I believe the hype about new windows being better?
- ◆ Should I repair or replace my old windows?
- ◆ Will storm windows help?
- ◆ How do I find someone to repair my windows?
- ◆ Are there easy, low-cost ways to make my windows more energy efficient?

To find answers to these questions and additional information please visit the National for Historic Preservation at:

www.preservationnation.org/issues/weatherization/windows/

LHF Annual Meeting

The Lynchburg Historical Foundation's annual meeting will be held Jan. 14 at First Presbyterian Church on VES Road. The evening's events begin with a reception at 7:00 pm, followed by the business meeting and speaker at 7:30 pm. Parking can be found by driving around the left side of the church to the rear parking lot. Enter via the parking lot entrance.

Hosts needed for 2010

At our Annual Meeting in January, members will be asked to sign up to host one of our membership meetings during 2010. A huge **THANK YOU** to those families who hosted our meetings during 2009! If you're able to host a meeting, please volunteer. A list of meeting dates and sites will appear in our February issue.



Happy

New Year!

Jan. Meeting

**Tues., Jan. 5
7:30 p.m.**

at the

**Carrington House
(1909)
508 Washington St**

Hosts: Jane and George Dooley

