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# Job opportunities in Virginia for foreign language students

Patricia Lightfoot Brown

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JOB OPPORTUNITIES IN VIRGINIA  
FOR FOREIGN LANGUAGE STUDENTS

BY

PATRICIA LIGHTFOOT BROWN

A THESIS  
SUBMITTED TO THE GRADUATE FACULTY  
OF THE UNIVERSITY OF RICHMOND  
IN CANDIDACY  
FOR THE DEGREE OF  
MASTER OF ARTS  
IN FRENCH

May 14, 1978

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# I

## INTRODUCTION

A New York City taxi driver loses a fare because he does not know Spanish. A corporate president waits in silence while an interpreter closes a deal with important Japanese investors. A nurse in Maine cannot diagnose a complaint because the patient is French-Canadian. A government scientist learns about the latest breakthrough in solar energy a full year after it happened, because the news first came out in Russian. All of these people could do their work better if they knew a foreign language, yet none of their jobs would seem to require a language.

The connection between foreign languages and jobs may not be obvious to people who assume that foreign languages are used only by interpreters, translators, or foreign language teachers. But if a job applicant has another skill--almost any other "marketable" skill--plus a foreign language, his or her chances of finding an interesting job are good, and often a lot better than for someone who does not have any language skills at all. Today's job market is difficult. Employers can afford to be highly selective, and an extra skill often makes the difference. A good engineer who speaks German is more likely to be hired by a Swiss firm's American branch than an engineer with equivalent qualifications who speaks nothing but English.<sup>1</sup>

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1. Lucille J. Honig and Richard I. Brod, "Foreign Languages and Careers," Modern Language Journal, LVIII (April, 1974), 1.

### Need for the Study

There has been no statistical study made of career opportunities available in Virginia for foreign language students. Thus, in light of the recognized values to be derived from such a study, I felt a need for such a study so that other foreign language teachers might have current information to give to their students. Career education is playing a vital role in the educational curriculum today, and the Virginia standards for secondary schools require that career education be stressed.

### Investigation Procedures

A questionnaire was sent to randomly selected businesses in the following areas of Virginia:

1. The Richmond area
2. Northern Virginia
3. Southside Virginia
4. South-Central Virginia
5. Tidewater area.

The businesses were chosen at random from a list provided by the Richmond Chamber of Commerce and from yellow pages of various area telephone directories.

A questionnaire was devised which would elicit the data needed. The questionnaire was mailed with a self-addressed, stamped return envelope.

Seventy-nine (79) questionnaires were mailed and forty-four (44) businesses responded. Of the total returned, 41 forms were partially or completely answered. These forty-one (41) questionnaires were used to furnish data for this study. A listing of the



businesses surveyed is in the Appendices (p. 23). The cover letter and questionnaire are found in the Appendices (pp. 20-21).

#### Scope and Limitations

This study is limited to a representative cross-section of businesses within the State of Virginia which do (or could) employ foreign language graduates. Those businesses which stated the number of persons employed with a language background were studied. It was felt that the businesses studied would provide realistic data concerning foreign-language employment opportunities.

The study is limited in nature since: (1) A significant number of businesses did not respond, and therefore the data may not be statistically valid; and (2) The study questionnaire was designed to give only general responses concerning performance levels and skill requirements.

#### Definition of Words and Terms

1. Marketable Skills -- Abilities that an applicant exemplifies that would be most attracted to an employer.
2. Career Education -- Education that equips all learners with satisfying and rewarding competencies for successfully entering the world of work in the field of their choice.
3. Service Industries -- Banks, hotels, insurance companies, restaurants and public utilities.
4. Chain and Department Stores -- Any of a group of retail stores owned and controlled by one company.
5. Professional Industries -- Occupations requiring advanced training in specific areas.

## II

### REVIEW OF RELATED LITERATURE

CAREER EDUCATION is a broad concept which stresses that all educators must become sensitive to student career needs in structuring their curriculum offerings, and that presumably all school programs will assist the student in developing the necessary skills to perform in the career he selects. The concept of career education has many new implications for foreign--language study and the development of curriculum for foreign--language courses.

The Assistant Secretary of Health, Education, and Welfare, Sidney P. Marland, Jr., while Commissioner of Education, affirmed career education to be the first priority of the United States Office of Education for 1972.

Marland has stated that the main thrust of career education is to prepare all students for a successful life of work by increasing their options for occupational choice, by eliminating barriers--real and imagined--to attaining job skills, and by enhancing learning achievement in all subject areas and all levels of education.<sup>2</sup>

Support of career education has spread throughout the federal government. President Nixon in his State of the Union message on January 20, 1972, criticized public education for "failing to motivate today's students." He pointed to career education as a "possible alternative to our present system that would provide new interest and motivation to these disenchanting students."<sup>3</sup>

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2. F. Leroy Walser, "Career Education Holds Foreign Language Challenge," Accent on ACTFL, V (September, 1973), 8.

3. Ibid.

A significant statement on career education, especially for college and university personnel, was made by the California Superintendent of Public Instruction, Wilson Riles. "There is no need," he states, "in the new emphasis on technical subjects for us to displace academic subjects. Career education envisions not a replacement, but a blending of curriculum leading to more relevance in what is being taught. There are few things more relevant than a job, and our schools ought to realistically reflect this fact."<sup>4</sup> Considering the state of the job market for foreign-language graduates, it is not unrealistic to state most emphatically that career education should be a primary concern of all educators at all levels and in all curriculum and academic areas.

For the past few months, individuals in the Department of Health, Education and Welfare have been considering the feasibility of developing a strategy for including a bilingual-bicultural component within the concept of career education. As a basis for this feasibility study, it is accepted that to be bilingual is a highly desirable skill since thousands of jobs exist, both in this country and abroad, that either demand bilingual-bicultural adjunct skills which would be greatly enhanced by the addition of such skills. However, the fact that a person is bilingual does not guarantee him a job. The goal, then, must be language capacity plus a marketable skill.<sup>5</sup>

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4. Ibid.

5. Ibid.

Within business, industry, government, and labor, large numbers of skilled jobs exist that require different degrees of language competency. Traditionally, however, foreign-language courses have dealt with language as an isolated discipline or as a means to study literature rather than as a skill which, when combined with other skills, dramatically increases a person's desirability in the job market.

Philco Ford Corporation has reported that it has from 500 to 5,000 overseas positions at any one time, depending upon foreign aid appropriations. The overseas employment office of Philco Ford indicated that in all cases the person hired would be more effective if he possessed language skills along with his major specialty.<sup>6</sup>

Foreign trade figures show that the United States is the world's largest trading nation and accounts for 15% of all world trade. U.S. export figures increased from 9 billion to 43 billion dollars between 1950 and 1971. Import figures have also increased proportionately from 8 billion to 45 billion dollars in the same time period. These figures illustrate the growth in U.S. trade and therefore the accompanying growth in import/export business job opportunities. They clearly state a need for everyone in this business cluster to acquire language skills to assist them in transacting business with foreign countries.<sup>7</sup>

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6. Ibid.

7. F. Leroy Walser, "A Career Education Concept," Bulletin of the Association of Department of Foreign Languages, V No. 1, (May, 1973), 12-14.

In a survey of American business, industry, and service organizations conducted by the Modern Language Association of America in 1972, nearly 705 of the respondents said they do use, could use, or expect to use people with foreign language skills.<sup>8</sup> For some positions, knowledge of at least one foreign language is a specific requirement. For many others, it is an enormous help or a tool that is used regularly. For still others, it represents the kind of educational background and skill development that many employers want on their staff—whether they need specific languages or not. A substantial number of employers stated that given two job candidates with equal abilities in their area of specialization, they would hire the one who knows a foreign language. This applies all across the country and in American offices abroad, and in employment areas as diverse as manufacturing, health care, government, banking and social service.

Here are some of the comments received in this survey:

"We need more executives with foreign language competence. They're hard to find." (book publisher)

"One of the Social Workers here speaks fluent Spanish and she does a lot of work. The patients know that, so they come here." (hospital nurse)

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8. H. A. Merklein, "Survey of Foreign Language Skills in Business and Service Organizations," Bulletin of the Association of Departments of Foreign Languages, V No. 2, (November, 1973), 185.

"We prefer someone with strong business experience who has language skill in addition." (manufacturer)

"The need for foreign language will increase on a professional level as a worldwide activity in the foreign purchase of equipment, crude oil, and natural gas increases." (utility company representative).<sup>9</sup>

Why have foreign languages become so important? Everyone agrees that the world is continually growing smaller. An airplane flight across the Atlantic took 17 1/2 hours in 1947, 6 1/2 hours now, but if traveling on the Concorde SST (Supersonic Transport), it only takes three or four hours. The number of passengers on Atlantic flights has increased by one thousand percent. A phone call to Sweden is almost as easy as a phone call next door. We can see European news on television live via satellite and French films, a Russian ballet, or a Japanese puppet show are often as close as our nearest theater. A dispute between two foreign countries is immediately felt in American political circles, while a major scientific discovery in any nation takes on worldwide significance almost at once.

The number of countries involved with American business, as well as the extent of that involvement, is continually expanding. Japan is not only making considerable investments in American

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9. Lucille J. Honig and Richard I. Brod, "Foreign Languages and Careers," Modern Language Journal, LVIII (April, 1974), 160.

industry, but is also our chief competitor and trading partner, and is expected to share one quarter of the world export market with the United States by 1980.<sup>10</sup> In short, America must become equipped to deal extensively with foreign countries in commerce and industry. In dealing with them, we must recognize that we cannot expect them to meet us solely on our terms and in our language.

Many local networks, both private and public, are increasing their programming geared toward ethnic groups, and, as any "Sesame Street" watcher knows, Spanish is being introduced more and more on educational television. The Modern Language Association of America survey found stations all across the country -- Virginia is one of these -- which were producing or planning to produce special programs for minority groups, and in some cases, language education programs.

The language barrier is not just a problem in attracting tourists. It is a problem in keeping them happy while they are here. Countless inconveniences plague the foreign visitor when no one speaks his language, and his opportunities to become acquainted with the American people are greatly reduced when he is restricted to a few guided tours presented in a foreign language and communication with members of his own tour group.

Language study is pleasurable and valuable in itself because:

-- it furnishes the key to the thinking patterns, culture, and social institutions of a foreign nation or nations;

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10. Ibid.

-- it affords insights into the nature of language itself, and the human mind;  
-- it fosters a sense of shared humanity among persons who have learned to break down the barriers that impede communication.

In addition, language expands and enhances the pleasures of travel, of good literature and the arts, and of social interaction. By combining career aspirations with the humanizing and broadening effects of the study of foreign language and culture, one can make a sound investment in a stimulating and rewarding future.<sup>11</sup>

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11. Ibid., 184.



### III

#### PRESENTATION AND ANALYSIS OF DATA

This chapter presents a report and analysis of the data obtained from forty-four (44) businesses throughout the state of Virginia. The numbers and descriptions of the businesses surveyed are found in Table I.

Questionnaires were mailed to seventy-nine (79) businesses, and responses were received from forty-four (44).

Of the 44 responses received (55.7%),

- a) 3 (6.82%) did not answer the questionnaire,
- b) 41 (93.18%) answered all or part of the questionnaire.

Of the 41 businesses answering the questionnaire,

- a) 32 (78.05%) completed the entire form,
- b) 9 (21.95%) answered selected items.

All subsequent data and percentages are based on the 32 completed forms unless otherwise noted.

Table I

## Businesses Surveyed

<u>Business</u>	<u>Number Surveyed</u>	<u>Number Responding</u>	<u>No Response</u>
Service Industries	21	8	13
Chain Stores	5	2	3
Department Stores	5	5	0
Professional	7	4	3
Broadcasting	4	1	3
Fuel	1	1	0
Automotive	1	1	0
Manufacturing	24	17	7
Freight and Shipping	4	1	3
Travel Agencies	5	3	2
Transportation	1	0	1
Publication	1	1	0
Total	79	44	35

Table II

## Types of Job Opportunities

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Of the thirty-two (32) businesses responding, the following types and numbers of job opportunities existing for persons capable of using a foreign language in their work was indicated:

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<u>Type of Job</u>	<u>Number</u>	<u>Percent</u>
Translator	5	16%
Buyer	3	9%
Manager	6	19%
Adjustor & Investigator	1	3%
Chemical Engineer	1	3%
Professional	1	3%
Research Secretary	1	3%
Secretary	4	13%
Typist	3	9%
Travel-Escort	3	9%
Mechanic and Technician	1	3%
Research	2	6%
Clerical	1	3%
International Officer	2	6%
Interpreter	3	9%
Teacher	1	3%
Editor	2	6%
Typesetter	1	3%
Sales	4	13%

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Table III

## Specific Language or Languages Used by Employees\*

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<u>Number of Business</u>	<u>Language</u>
24	Spanish
18	French
5	Portuguese
13	German
7	Italian
4	Swedish
3	Russian

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\* -- Most respondents indicated more than one language.

Twenty-six (26) businesses (81.25%) indicated the existence of jobs for persons skilled in a foreign language.

Twenty-three (23) businesses (71.88%) employ 271 people who used their foreign-language skill in their work.

Twenty-one (21) businesses (65.63%) indicated that the employee used his skill regularly, and six (6) businesses (18.75%) indicated that the employee used his skill occasionally.

Twenty-six (26) businesses (81.25%) stated that if the company made use of (or could make use of) persons skilled in a foreign language, that skill would be related to all of the four basic language skills: listening, speaking, reading and writing. Five (5) businesses (15.63%) were selective about the four skills.

Twenty-three (23) businesses (71.88%) indicated that some employees were hired partially or specifically because of a foreign-language skill.

If we now include the 9 partially answered questionnaires, we find that of the 41 respondents, thirty-one (31) businesses (75.61%) indicated that they do hire temporary personnel with a proficiency in a foreign language.

Thirty-nine (39) businesses (95.12%) considered a foreign language skill useful for at least some of their employees.

Twenty-five (25) businesses (60.98%) indicated that they would give preference to an applicant with foreign language skills for a position at the managerial level, and sixteen (16) businesses (39.02%) indicated that they would not give preference to an applicant with foreign language skills for a position at the managerial level.

Nineteen (19) businesses (46.34%) indicated that the company's need for foreign-language skills would increase during the next decade, and sixteen (16) businesses (39.02%) indicated that the company's need for foreign language skills will remain at the same level for the next decade.

Thirty-two (32) businesses (78.05%) indicated that the company has offices in, or has trade dealings with non-English speaking countries. Nine (9) businesses (21.95%) indicated that the company does not have offices in or have trade dealings with non-English speaking countries.

Thirty (30) businesses (73.17%) indicated that the company anticipates dealing with non-English speaking countries in the future, and eleven (11) businesses (26.83%) indicated that the company does not anticipate having any dealings with non-English speaking countries in the future.

Thirteen (13) businesses (31.71%) indicated that dealing with non-English speaking countries required having personnel with a foreign-language skill, and twenty-eight (28) businesses (68.29%) indicated that present dealings with non-English speaking countries does not require the hiring of personnel with a foreign language skill.

## IV

### CONCLUSION

This survey, even its limited scope, has provided both a factual basis and substantiation for the need to stress career education in the state's educational systems. It also clearly indicates the numerous job opportunities available to those persons skilled in a foreign language. We might infer that, with a wide sampling of Virginia businesses and industries, job availabilities would be even more numerous and varied. Some of the more specific results found are:

1. There are indeed existing job opportunities in Virginia for persons skilled in a foreign language.
2. We now have a more clearly defined knowledge of the types of jobs in the state of Virginia for persons skilled in a foreign language.
3. Seventy-five (75) percent of the businesses employ people who use their language skills in their work.
4. Eighty-one (81) percent of the businesses indicated that the company would make use of all four basic language skills: listening, speaking, reading and writing.
5. Sixty-one (61) percent of the businesses indicated that they would give preference to an applicant with foreign-language skills for a position at the managerial level.
6. Sixty-five (65) percent of the businesses indicated that the employee used his language skill regularly.

7. Forty-nine (49) percent of the businesses indicated that the company's need for foreign language skills would increase during the next decade.

This survey has indicated that available job opportunities justify curricular offerings of training programs in special foreign-language skills for certain students who are studying foreign languages. Furthermore, many businesses indicated a preference for hiring employees with such foreign-language skills.

The demand for temporary employees is relatively substantial. Seventy-five (75) percent of the businesses surveyed indicated that they hire temporary personnel with a proficiency in a foreign language.

It was indicated by the businesses that persons preparing for employment using their foreign-language skills must be able to command the four basic language skills: listening, speaking, reading and writing.

It was indicated that there is a job market and possible demand in a variety of job areas for persons skilled in a foreign language. This market will increase in the future.



A P P E N D I C E S

20201 Loyal Avenue  
Ettrick, Virginia 23803  
February 17, 1977


Dear Sir:

I am presently a candidate for a Masters Degree in French at the University of Richmond. As a requirement for the completion of this degree, I am sending a survey, the object of which is to ascertain what job opportunities exist with companies in the state of Virginia for persons skilled in foreign languages. I would appreciate it very much if you would take a few minutes of your busy schedule to answer a few questions.

I am interested in part-time as well as full time needs for people skilled in foreign language and in the type of opportunities available. It is also recognized that foreign language skills will very often be used as an auxiliary and not as a primary skill in such opportunities. Because the survey is being sent to various kinds of companies, the questions are by necessity general in nature. However, you are invited and encouraged to be specific and make comments whenever you can.

Your cooperation and promptness in replying will be gratefully appreciated. Please respond by March 10, 1977, using the envelope provided.

Most appreciatively,



Patricia L. Brown

Enclosures

## SURVEY

Job Opportunities Existing in Virginia  
for Persons Skilled in Foreign Languages

1. Do any job opportunities exist within your company for persons skilled in a foreign language?
2. What type of job opportunities exist with your company for persons interested in using a foreign language in their work?
3. With your company's continued growth what type of job opportunities do you foresee for the future?
4. How many people do you presently employ who use a foreign language skill in their work?
5. Do they use that skill regularly, occasionally, or rarely?
6. What specific language or languages do they use?
7. If your company presently makes use of (or could make use of) persons skilled in a foreign language, would that skill be related to:
  - a) being able to understand written foreign language;
  - b) being able to understand spoken foreign language;
  - c) being able to speak a foreign language;
  - d) being able to write a foreign language.
8. Were any of your employees hired either partially or specifically because of a foreign language skill? Please explain.
9. Do you ever hire temporary personnel because of a proficiency in a foreign language?
10. Would you consider a foreign language skill useful for at least some of your employees?
11. All other qualifications being equal, would you give preference to an applicant with foreign language skills, for a position at the managerial level?
12. Do you believe your company's needs for foreign language skills will increase, decrease, or remain at the same level during the next decade?

13. Does your company presently have offices in, or have trade dealings with, non-English speaking countries?
14. Do you anticipate having any dealings with non-English speaking countries in the future?
15. If you presently have dealings with non-English speaking countries, does this require that you hire personnel with a foreign language skill?
16. If you do not hire personnel with foreign language skills, how do you communicate with your correspondents in non-English speaking countries?

Comments:

## Businesses Surveyed

Northern Virginia

1. Language Service International
2. Linguamundi International
3. ITT Business Institute
4. El Palacio Restaurant
5. Creative Photography, Inc.
6. Environmental Recycling, Inc.
7. Control Data Corporation
8. National Vocational Training Institute of Virginia
9. Chez André Restaurant
10. First Federal Savings and Loans
11. Institute of Basic Skills
12. Computer Learning Center
13. John Robert Powers Fashion and Finishing School
14. American Express Company
15. Garfinkel's
16. Montgomery Ward
17. Korvettes
18. Pleasureland Travel Center, Inc.
19. Berlitz Translation Service
20. Bird in Hand Restaurant
21. Estes Express Lines
22. Arone Publications, Inc.
23. American Service Center - Mercedes-Benz

24. Chesapeake Bay and Potomac River Steamship Company
25. Equitable Life Insurance Company

Richmond Area

1. Western Electric Company
2. Richmond Newspapers, Inc.
3. Holiday Inn
4. Ramada Inn
5. Howard Johnson
6. WWBT-TV Channel 12
7. WTVR-TV Channel 6
8. WRVA - Radio 1140
9. Chesapeake and Potomac Telephone Company
10. State Department of Investigations (Department of Justice)
11. First and Merchants Bank
12. Mobile Chemical Company
13. Thomas Cook World Travel
14. Phillip Morris Tobacco Co.
15. General Electric Co.
16. Woolworth Department Store
17. United Airlines
18. International Business Machine
19. Sears Roebuck Co.
20. Nabisco Baking Co.
21. A.T. Coal Company
22. Ethyl Corporation

23. Virginia Electric and Power Co.
24. United States Tobacco Co.
25. Universal Leaf Tobacco Co.
26. Thalhimers
27. E. I. DuPont De Nemours and Co.
28. Swedish Tobacco Co.
29. Tour Plan International
30. Dynasty World Travel
31. Reynolds Metals
32. Miller and Rhoads
33. A. H. Robbins Pharmaceutical Co.
34. United Virginia Bank

#### Tidewater Area

1. Odessy Travel Agency
2. Norfolk Newspaper, Inc.
3. Garris Travel Service
4. The Nations - International Cuisine
5. La Crête Restaurant
6. French Reweaving Company
7. Weather Bureau
8. Byrd International Scrap Material
9. Ryder Truck Lines - Ranger Division
10. Prudential Lines, Inc.

South-Central Virginia

1. Daystrom Furniture, Inc.
2. Westinghouse General Electric
3. Dan River Mills
4. United States Plywood
5. J. P. Stevens

Southside Virginia Area

1. Brown and Williamson Tobacco Co.
2. WXEX-TV Channel 8 Petersburg - Richmond
3. Rucker Rosenstock, Inc.
4. Allied Chemical Co.
5. Firestone Plant, Hopewell



## Identification of Businesses Surveyed

Northern Virginia

1. Language Service International - Center where languages are taught including English as a second language.
2. Linguamundi International - One of the ten largest centers in the world where languages are interpreted, transcribed, etc.
3. ITT Business Institute - Institute of Business Education.
4. El Palacio Restaurant - Mexican restaurant in Alexandria.
5. Creative Photography Inc. - Waste paper and scrap metal dealer.
7. Control Data Corporations - A complete data processing service for accountants and comptrollers.
8. National Vocational Training Institute of Va. - Career world counseling service.
9. Chez André - French restaurant in Northern Alexandria.
10. First Federal and Loans - Includes many services such as teletrans service.
11. Institute of Basic skills - Training institute.
12. Computer Learning Center - Professional training center that teaches computer operations.
13. John Robert Powers Fashion and Finishing School - Professional organization that teaches designing, fashioning and modeling.
14. American Express Company - Credit card company.
15. Garfinkel's Department Store.
16. Montgomery Wards Department Store.
17. Korvettes Department Store.
18. Pleasureland Travel Center Inc. National Tour Center.

19. Berlitz Translation Services - Solves language problems for business, industry and government, translations.
20. Bird in Hand Restaurant - International restaurant.
21. Estes Express Lines - Freight & Shipping Company.
22. Arone Publications, Inc. - Publisher.
23. American Service Center - Mercedes-Benz - The largest Mercedes-Benz franchise in Virginia.
24. Chesapeake Bay and Potomac River Steamship Co. - Shipping Company - Travel & Freight Co.
25. Equitable Life Insurance Co. - Large insurance company that offers various plans of protection.

#### Richmond Area

1. United States Tobacco Co. - A leading manufacturer of tobacco.
2. Universal Leaf Tobacco Co. - A leading manufacturing and wholesale company.
3. Thalhimers - Leading department store that deals with many foreign imported articles.
4. E. I. DuPont De Nemours & Co. - Manufacturer of plastics, fabrics and paints.
5. Swedish Tobacco Co. - Manufacturer.
6. Tour Plan International - A leading tour planning company. Travel agency.
7. Dynasty World Travel - International & national travel.
8. Reynolds Metals - Leading aluminum manufacturer.
9. Miller and Rhoads - Department store.
10. A. H. Robbins - A leading pharmaceutical company.
11. United Virginia Bank - Complete banking services.
12. Western Electric Company - Manufacturer of appliances.
13. Richmond Newspaper Inc. - Publishers of newspapers.

14. Holiday Inn - Housing accomodations.
15. Ramada Inn - Housing accomodations.
16. Howard Johnson - Housing accomodations.
17. WWBT-TV Channel 12 NBC - Broadcasting.
18. WTVR-TV Channel 6 CBS - Broadcasting.
19. WRVA 1140 NBC Radio - Broadcasting.
20. C & P Telephone - Utility Service.
21. First and Merchants Bank - Complete banking services.
22. Mobil Chemical Co. - Industrial chemical division.
23. Thomas Cook World Travel - Tour service both national and international.
24. Phillip Morris - Tobacco Company - Manufacturer.
25. General Electric - Appliances.
26. Woolworth Department Store.
27. United Airlines - Transportation.
28. International Business Machine Corporation - Sales & Service.
29. Sears Roebuck Company - Leading department store.
30. Nabisco Baking Co. - Industrial Baking.
31. A. T. Coal Company - Fuel.
32. Ethyl Corporation - Manufacturing Co.
33. Virginia Electric and Power Company - Utility.
34. United Virginia Bank - Banking Services.

#### Southside Virginia

1. Brown and Williamson Tobacco Co. - Tobacco manufacturing dealing with imports and exports. It is one of the largest in the Southside Virginia area.

2. WXEX-TV - ABC Television Station.
3. Rucker Rosenstock Inc. - One of the largest department stores in the Petersburg area.
4. Allied Chemical Co. - Manufacturer of chemicals and chemical exponents.
5. Firestone Plant - Manufacturer of nylon and other fabrics. One of the largest synthetic plants in Hopewell.

#### South-Central Virginia

1. Daystrom Furniture Co. - Manufacturers furniture.
2. Dan River Mills - Textile Industry.
3. United States Plywood - Lumber industry.
4. Westinghouse General Electric - Manufacturer - transformers.
5. J. P. Stevens - Textiles.

#### Tidewater Area

1. Odessey Travel Agency - Plans national and international tours.
2. Norfolk Newspaper Inc. - News media for Norfolk area.
3. Garris Travel Service - National and international travel service.
4. The Nations - International Cuisine.
5. La Crete - French restaurant.
6. French Reweaving Company - Tailors & Clothiers.
7. Weather Bureau - Forecasting Service.
8. Byrd International Scrap material - Salvage Co.
9. Ryder Truck Lines - Ranger Division - Freight and hauling.
10. Prudential Lines, Inc. - Freight and hauling.

SURVEY DATA TABULATIONS

NORTHERN VIRGINIA AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Com- ments
JOHN ROBERT POWERS FASHION AND FINISHING SCHOOL	X	1	1	2	*	A C E	T	X	X	X	X	I	X	X	-	FO	
AMERICAN EXPRESS COMPANY	X	2	2	-	**	A B C	T	X	X	X	X	I	X	X	-	BA	
GARFINKEL'S MONTGOMERY WARD KORVETTS	X	10	10	1	*	A C D	T	X	X	X	X	S	X	X	-	BA	NA
PLEASURELAND TRAVEL CENTER, INC.	X	4	4	1	*	A B C	T	X	X	X	X	I	X	X	-	FO	
BERLITZ TRANSLATION SERVICE BIRD IN HAND RESTAURANT	X	1	1	30	*	A B C	T	X	X	X	X	I	X	X	X	NA	NA
ESTES EXPRESS LINES	X	3	3	1	*	A B C	T	X	X	X	X	I	X	X	-	NA	
ARONE PUBLICATIONS, INC.	X	2	2	1	*	A B C	T	X	X	X	X	S	X	X	-	NA	
AMERICAN SERVICE CENTER MERCEDES BENZ CHESAPEAKE BAY & POTOMAC RIVER STEAMSHIP CO.	X	6	6	20	*	A B D E	T	X	X	X	X	I	X	X	X	FO	NA
EQUITABLE LIFE INS.CO.	X	7	7	10	*	A B C	T	X	X	X	X	I	X	X	X	NA	

SURVEY DATA TABULATIONS

NORTHERN VIRGINIA AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Comment
LANGUAGE SER. INTER-NATIONAL	X	1	1	30	*	V	T	X	X	X	X	I	X	X	X	NA	
LINGUAMUNDT INTERNATIONAL	X	2	2	100	*	A B C	T	X	X	X	X	I	X	X	X	NA	
ITT BUSINESS INSTITUTE	-	-	-	-	NA	-	-	-	-	-	-	-	-	-	-	NA	
EL PALACIO RESTAURANT	X	3	3	15	*	C	T	X	-	X	X	I	X	X	-	NA	
CREATIVE PHOTOGRAPHY, INC. ENVIRONMENTAL RECYCL- ING, INC.	-	-	-	-	NA	C	NA	NA	-	-	-	S	-	-	NA	NA	NA
CONTROL DATA CORPORATION																	NA
NAT. VOC. TRAINING INST. OF VIRGINIA																	NA
CHEZ ANDRÉ RESTAURANT	X	3	3	20	*	A C	T	X	-	X	X	I	X	X	X	NA	
FIRST FEDERAL SAVINGS AND LOANS																	NA
INSTITUTE OF BASIC SKILLS																	NA
COMPUTER LEARNING CENTER																	NA

SURVEY DATA TABULATIONS

RICHMOND AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Com- ments
UNITED STATES TOBACCO COMPANY																	NA
UNIVERSAL LEAF TOBACCO COMPANY	X	1	1	1	*	C	T	X	-	X	X	I	X	X	-	NA	
THALHIMERS	-	10	-	-	NA	NA	NA	-	-	NA	NA	NA	NA	NA	-	BA	
E. I. DuPONT DE NEMOURS & CO.	-	NA	NA	NA	NA	NA	NA	NA	NA	NA	-	S	X	X	-	NA	
SWEDISH TOBACCO CO.	-	-	-	-	**	S	T	-	-	X	X	S	X	X	-	NA	
TOUR PLAN INTERNATIONAL	-	-	-	5	*	A B C	T	-	-	-	-	S	X	X	X	FO	
DYNASTY WORLD TRAVEL	-	3	3	4	*	A C	T	X	-	X	X	S	X	X	X	FO	
REYNOLDS METALS	X	8	-	-	**	C	T	-	**	X	-	I	X	X	-	FO	
MILLER & RHOADS	-	-	-	-	NA	NA	T	-	-	-	-	S	X	X	-	BA	
A.H. ROBINS PHARMACEU- TICAL CO.	X	2	2	12	*	A B C	T	X	**	X	-	I	X	X	X	NA	
UNITED VIRGINIA BANK	X	1	1	6	**	A B C	T	X	-	X	X	S	X	X	X	NA	

SURVEY DATA TABULATIONS

RICHMOND AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Comments
MOBILE CHEMICAL CO.	X	8	8	1	*	C	T	X	X	X	X	S	X	X	-	NA	
THOMAS WORLD TRAVEL	X	9	9	-	NA	NA	T	X	-	X	X	S	X	X	-	NA	
PHILLIP MORRIS TOBACCO CO.	X	10	10	25	**	A B C	T	X	**	X	X	I	X	X	X	NA	
GENERAL ELECTRIC CO.																	NA
WOOLWORTH DEPARTMENT STORE																	NA
UNITED AIRLINES																	NA
INTERNATIONAL BUSINESS MACHINE																	NA
SEARS ROEBUCK CO.																	NA
NABISCO BAKING CO.	-	NA	NA	NA	NA	NA	T	NA	NA	NA	-	S	X	X	-	NA	
A.T. COAL CO.	-	-	-	-	NA	NA	T	-	-	X	X	NA	-	-	NA	NA	
ETHYL CORPORATION																	NA
VIRGINIA ELECTRIC AND POWER CO.																	NA



SURVEY DATA TABULATIONS

RICHMOND AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Com- ments
WESTERN ELECTRIC COMPANY																	NA
RICHMOND NEWSPAPER, INC.	-	-	2	-	NA	NA	NA	-	-	X	-	S	-	-	NA	NA	
HOLIDAY INN	X	3	3	-	NA	NA	T	-	-	X	X	S	X	-	NA	NA	
RAMADA INN																	NA
HOWARD JOHNSON	X	-	NA	NA	NA	NA	T	-	-	-	X	I	X	X	-	NA	
WWBT CHANNEL 12																	NA
WTVR CHANNEL 6																	NA
WRVA RADIO																	NA
C & P TELEPHONE CO.	-	-	3	-	NA	NA	-	-	-	-	-	S	-	-	NA	NA	
STATE DEPT. OF INVESTIGATIONS																	NA
FIRST AND MRECHANTS BANK	X	1	1	1	*	C	T	X	-	X	X	I	X	X	NA	NA	

SURVEY DATA TABULATIONS

SOUTHSIDE VIRGINIA AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Com- ments
BROWN AND WILLIAMSON TOBACCO CO.	X	8	8	12	**	C	T	X	-	X	-	S	X	X	X	FO	
PETERSBURG WXEX	-	-	-	-	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	
RUCKER ROSENSTOCK, INC.	-	-	-	-	**	C D	T	-	-	X	-	S	-	-	-	NA	
ALLIED CHEMICAL CO.	X	8	8	1	*	A C	T	X	-	X	X	S	X	X	-	FO	
FIRESTONE PLANT																	NA

SURVEY DATA TABULATIONS

SOUTH-CENTRAL VIRGINIA AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Com- ments
DAYSTROM FURNITURE INC.	-																NA
WESTINGHOUSE GENERAL ELECTRIC																	NA
DAN RIVER MILLS	-																NA
UNITED STATES PLYWOOD	-	-	-	NA	NA	NA	T	NA	NA	NA	NA	NA	NA	NA	NA	NA	
J. P. STEVENS																	NA

SURVEY DATA TABULATIONS

TIDEWATER AREA

QUESTIONS

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Com- ments
ODESSY TRAVEL AGENCY	X	9	4	2	**	C	T	-	-	X	X	I	X	X	-	NA	
NORFOLK NEWSPAPER, INC.	-	-	-	-	**	NA	NA	-	-	X	-	NA	-	-	-	NA	
GARRIS TRAVEL SERVICE																	NA
THE NATIONS - INTERNATIONAL CUISINE																	NA
LA CRÊTE-RESTAURANT																	NA
FRENCH REWEAVING CO.																	NA
WEATHER BUREAU																	NA
BYRD INTERNATIONAL SCRAP MATERIAL																	NA
RYDER TRUCK LINES RANGER DIV.																	NA
PRUDENTIAL LINES, INC.																	NA

Code For Survey Data TabulationTable Interpretation:

X	=	Yes
--	=	No or None
N.A.	=	No Answer
T	=	All
1	=	Translators, Interpreters, Teachers
2	=	Translators, educators, secretaries, types
3	=	Managers
4	=	Tour Counselors, guides, escorts
6	=	Technicians, Mechanics, Salesman
7	=	Adjusters, Investigators
8	=	Research
9	=	Travel Executive
10	=	Buyers
A	=	French
B	=	German
C	=	Spanish
D	=	Italian
E	=	Portuguese
F	=	Swedish
*	=	Regularly
**	=	Occasionally
I	=	Increase
S	=	Same

FO = Foreign Office  
BA = Buyers Association  
NP = Native Personnel  
U = Undetermined  
V = Variety

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