

A Guide to the Christopher B. Martin Oral Histories, circa 1985 SdArch 0031

Christopher B. Martin oral histories on the Coors Controversy
circa 1985



Title Statement

A Guide to the Christopher B. Martin Oral Histories, circa 1985 SdArch 0031

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Profile Description

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Descriptive Summary

Unit ID

SdArch 0031

Unit ID

/repositories/4/resources/583

Unit Date

circa 1985

Language

English

Abstract

Christopher B. Martin Oral Histories, circa 1985, is comprised of transcripts of oral history interviews with F. Everette Smith, president of the local Farm Bureau Association, and Eugene Souder, pastor, concerning the coming of the Coors Beer Company to the county.

source

Martin, Christopher B.

Extent

0.12 cubic feet 2 folders

Repository

James Madison University Libraries Special Collections

Administrative Information

Access Restrictions

Access to oral histories is governed by agreements with the narrators. Researchers must register and agree to copyright and privacy laws before using this collection. Please contact Research Services staff before visiting the James Madison University Special Collections Library to use this collection.

Use Restrictions

Copyright interests have been transferred to the James Madison University Special Collections Library. For more information, contact the Special Collections Library Reference Desk (library-special@jmu.edu).

Immediate Source of Acquisition

Items were donated by Christopher B. Martin in July, 1988.

Processing Information

There are no audio recordings accompanying the transcripts. Collection was formerly assigned Collection Number SC #1763.

Preferred Citation

[identification of item], [box #, folder #], Christopher B. Martin Oral Histories, circa 1985, SdArch 0031, Special Collections, Carrier Library, James Madison University.

Bio/Historical Note

Christopher B. Martin, journalist, has had a career as a reporter-photographer for a number of regional newspapers and for WJMA Radio News, Orange, Va. In January 1979, the Adolph Coors Brewing Company announced it was considering acquiring an area of land in Rockingham County for its new Eastern brewery. It was not until later that year that Coors decided to construct the brewery in Rockingham County, Virginia, rather than North Carolina. Local citizens had mixed feelings about this. Many people felt that the brewery and the coming of industry to the area would significantly help the economy. For example, Coors projected the creation of 1,200 jobs. Others from the local community believed that creating 1,200 jobs would create a greater need for homes, schools, and other public services thereby increasing local taxes. Still others believed that brewing beer in the Shenandoah Valley would increase alcoholism, and corrupt the morals of Rockingham County citizens. In a letter to the editor of the Harrisonburg Daily News-Record a concerned citizen wrote, "Alcohol makes alcoholics, and beer is alcohol. Let them go away. Let our good land, our good grain, and our good resources be used for something better." (DNR, January 29, 1979, p.6)

Scope and Content

Christopher B. Martin Oral Histories, circa 1980s, consists of two undated typed transcripts of interviews conducted by Christopher B. Martin concerning the Coors controversy, which began in 1979. Interviewees are F. Everette Smith, president of the local Farm Bureau Association and poultry farmer; and Eugene K. Souder, co-chairman of the Rockingham County Concerned Citizens and pastor of a church in Grottoes. Both interviews represent positions against the Coors Company. Smith discussed zoning issues, and what he felt was the waste of good agricultural land. Souder discussed the moral and social implications of a large-scale local brewery in Rockingham County.

Keywords

Brewing industry -- Virginia -- Rockingham County -- Public opinion

Brewing industry -- Moral and ethical aspects
oral histories (literary works)
Rockingham County (Va.) -- Politics and government
Land use -- Virginia -- Rockingham County
Land use, Rural -- Virginia -- Planning
Land use -- Moral and ethical aspects
Martin, Christopher B.
Adolph Coors Company -- History
Coors Brewing Company -- History

Bibliography

Harrisonburg Daily News Record: "Coors Says Considering Valley," January 13, 1979; "Board Friendly But Cautious," January 13, 1979; "Brewery Controversy Goes On," January 29, 1979.

Arrangement

Interviews are not arranged in any particular order.

Description of Subordinate Components

Eugene Souder, interviewed by Christopher B. Martin

Unit ID 31-1

Unit ID /repositories/4/archival_objects/18056

Unit Date circa 1985

Mixed Materials [1000897757] 1 (box)

Container 1 (folder)

Creator Souder, Eugene K., 1927-

Creator Martin, Christopher B.

Scope and Content

Transcripts of an interview with Eugene K. Souder, church pastor and co-chairman of Rockingham County Concerned Citizens, regarding the potential moral and social implications of a proposal by the Adolph Coors Company for a beer brewery to be built in Rockingham County, Virginia. The interview was conducted by newspaper reporter Christopher B. Martin at an unrecorded date in the early 1980s.

F. Everette Smith, interviewed by Christopher B. Martin

Unit ID 31-2

Unit ID /repositories/4/archival_objects/18057

Unit Date circa 1985

Mixed Materials [1000897757] 1 (box)

Container 2 (folder)

Creator Smith, F. Everette, 1915-2012

Creator Martin, Christopher B.

Scope and Content

Transcripts of an interview with F. Everette Smith, poultry farmer and president of the local Farm Bureau Association, regarding the implications of a proposal by the Adolph Coors Company for a beer brewery to be built in Rockingham County, Virginia. Smith discusses the potential environmental impact as well as the fiscal and infrastructural demands the new plant would impose on local municipalities. The interview was conducted by newspaper reporter Christopher B. Martin at an unrecorded date in the early 1980s.