

1950s

In the 1950s, convenience and modernization were the hottest commodities on the market. Advertisers, including the Virginia Electric and Power Company, urged consumers to purchase home appliances that would save valuable time.

New and improved equipment were advertised to Louisa's residents. Farmers could find "easy to use" equipment like tractors with an Eagle Hitch at local retailers, while the average citizen could find the year's latest car models at all of the local automotive dealerships.

With increased access to vehicles and reliable roadways, business related to transportation remained lucrative. Car dealerships and automotive service stations became increasingly common. Tourism and transportation-related businesses such as drive-in theaters were popular, too.

In the county, agriculture continued to form a large portion of the economy. Yet, by this point, farmers had shifted to cattle-rearing and livestock auctions were numerous.

New, Easy Way to Farm
One Minute TO PUT ON IMPLEMENTS
NEW EAGLE HITCH
EASIEST 3-POINT HOOK-UP YOU EVER SAW

1 LATCH ON
2 SLIP IN
3 UP GO

See it... Try it...

The new Eagle Hitch on the 1950 Case "VAC" tractor takes hold of the new latch-on implements and picks them up—fast and easy. Without getting off the seat you just latch on, slip in a pin, and go! You get to the field quicker, finish sooner. Work is done better because the Eagle Hitch keeps implements working at a steady depth in spite of hard spots and uneven ground. Come in and see it! Try the new low-pressure hydraulic implement control. You'll like the way it works with both latch-on and front-mounted implements. This isn't push-button farming but it's the nearest thing to it. And you'll be amazed at the eager power wrapped up in this low-cost 2-plot tractor.

J. S. Harlow Hardware Co.

BUILT LIKE A BATTLESHIP

It's Ford for big car comfort and reliability. Its low, box-section frame with five cross members gives extra strength and rigidity. The advanced engineering design provides low center of gravity and overall stability.

BUT WRAPPED LIKE A GIFT

For the second year in a row, the New York Fashion Academy has awarded Ford the Gold Medal as "Fashion Car of the Year."

FORD IS THE BIG ECONOMY PACKAGE!

With its low first cost, low upkeep and high resale value Ford is the new standard of value. And in the recent Multiple Grand Canyon Economy Run, officially supervised by AAA, a '50 Ford "50" with Chevrolet won the economy championship of its class—the 3 full-size cars in the low-price field.

TEST DRIVE IT AT YOUR FORD DEALER'S

HADDER MOTOR COMPANY

(Top) J.S. Harlow Hardware Co. (1950, January 12). New, easy way to farm [Advertisement]. *The Central Virginian*, 4.

(Bottom) Hadder Motor Company. (1950, April 27). Built like a battleship but wrapped like a gift [Advertisement]. *The Central Virginian*, 7.

1960s

Modernization continued into the 1960s. As newer and better products became available, advertisers marketed products with more emphasis on their efficiency or effect on the environment. Economy cars were sold at Louisa automotive dealers, and ads for electric, rather than gas, kitchen appliances became common.

Banks increasingly marketed to Louisians in the 1960s. Advertisements emphasized fiscal responsibility and showcased the services banks could provide. Parents were also encouraged to open savings accounts for their children.

Did you know?

Solar panels were advertised to Louisians in 1960 as a method of heating their homes.

ELECTRICITY
THE STUFF DREAM KITCHENS ARE MADE OF

From self-defrosting refrigerator-freezer... to auto-magic dishwasher... an All-Electric Kitchen frees you to plan and prepare daring menus. Bake feather-light, just right. Roast meats to a tender, juicy turn. Fry or simmer with no fear of a scorch or a boilover. And do it all without old-fashioned pot watching and oven hovering. CLEAN-UP NIGHTMARES FADE when Electricity takes over. Gallons of piping hot water pour from your dependable Electric Water Heater. Dishes, glasses, silver, pots and pans come cleaner than hands could get them in your Electric Dishwasher. Parings, shells, bones, scraps just rinse away down the waste disposer. CATCH THAT DREAM. Visit your Electric Appliance Dealer soon... and start making your All-Electric Dream Kitchen come true!

VIRGINIA ELECTRIC and POWER COMPANY

Virginia Electric and Power Company. (1960, April 7). Electricity: The stuff dream kitchens are made of [Advertisement]. *The Central Virginian*, 4.

1970s

The 70s was a time of industrial growth in Louisa. In 1977, planning began for the Louisa airport. With access to the air, the county hoped to encourage further economic growth by attracting new businesses which would in turn provide new employment opportunities.

Industrial development of the county boomed. In 1978, vermiculite mining in the Green Springs area began and that same year the North Anna Power Station commenced operation.

Despite modernization and economic development, Louisa County's economy retained close ties to agriculture. 472 individual farms were reported in the local newspaper in the year 1970. Cattle continued as the prominent agricultural product, and the county held regular livestock auctions.

F-A-L-L
FEEDER CATTLE SALES
— at —
MADISON LIVESTOCK MARKET, INC.
Madison Mills, Va.

FRIDAY,
OCT. 9th
OCT. 23rd
and
NOV. 6th
7:00 P. M.

HEIFERS and STEERS
(Some Cows and Calves)
Cattle Will Be Weighed The Day Of Sale
7:00 a.m. to 5:00 p.m.

For Further Information Contact:
D. W. Tucker Orange, Va. Dial 672-1119 or 672-2811
Jim Kite Wolftown, Va. Dial 948-5441

MADISON LIVESTOCK MARKET, INC.
MADISON MILLS, VA. TEL. 672-2811

Madison Livestock Market, Inc. (1970, October 1). Fall feeder cattle sales [Advertisement]. *The Central Virginian*, 6.

1980s

With high inflation and recession, Louisa's economy in this decade was more locally focused. While advertisements for home services and goods significantly increased in the 1970s, businesses primarily marketed domestic goods to homeowners in the 1980s.

Homeowners could more easily purchase items such as lawn mowers and weed wackers at local stores and more businesses were centered on services for construction or home-improvement such as well-drilling or roofing.

Though new businesses, particularly restaurants, opened in the county, more distant locations in neighboring counties were advertised as shopping centers.

Ariens
Tillers
one to handle any gardening need!

8 models
2hp to 7hp

HOTTINGER AUTO SERVICE
Highway 33 - 2 1/2 miles west of Louisa

Hottinger Auto Service. (1980, April 24). Ariens tillers: One to handle any gardening need! [Advertisement]. *The Central Virginian*, 7.