## 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.

## 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 Louisans 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 Louisans in 1960 as a method of heating their homes.

## 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.

## 1980s

shopping centers.

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

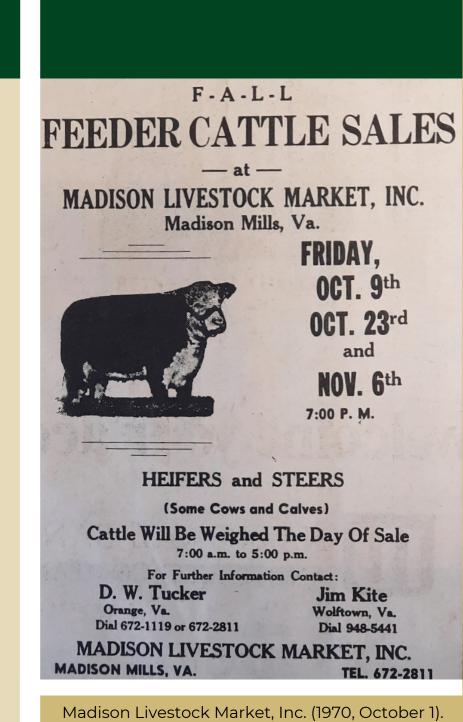


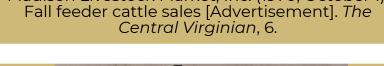


(Top) J.S. Harlow Hardware Co. (1950, January 12). New, easy way to farm [Advertisement]. The Central Virginian, 4. (Bottom) Hadder Motor Company. (1950, April 27). Built like a battleship but wrapped like a gift



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







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