

John R. Burton, Jr.
Advertising Federation of Greater Hampton Roads
1964 Silver Medal Award Honoree



John Riddick Burton Jr. spent a lifetime in community service. The Advertising Federation of Greater Hampton Roads' 1964 Silver Medal Award honoree was named one of two "Ambassadors-at-Large to the World" by the City of Norfolk in 1978. In 1985 he was awarded the Navy Meritorious Public Service Citation, the Navy's second-highest civilian award.

Burton always sympathized with military men and their families. As one of the city's official greeters for returning Navy vessels for 28 years, he saw the effects of long deployments on the men and their loved ones. As a retired World War II Army captain, Burton knew the sacrifices that many made for their country.

In the last years of his life, Burton wanted to recognize American servicemen killed in action. He died on October 8, 1992 at the age of 93, but not before ensuring that his dream would become reality. In his will, Burton left the city of Norfolk \$500,000 to build a servicemen's memorial.

A Norfolk native, he went to work at what was then *The Ledger-Dispatch* newspaper after graduating from Maury High School. He joined the now-defunct Smith & Welton department stores in 1931, where he was an advertising sales and promotions manager. He retired after 36 years but continued to hold many volunteer posts in professional and community groups.

In 1987, he gave \$10,000 each to 10 local organizations, among them his church (First Presbyterian Church), Norfolk Senior Center, Union Mission's home for children (Hope Haven) and the Lions Club Foundation for the Hearing and Visually Impaired.

He was a member of the Norfolk Host Lions Club; Norfolk Chamber of Commerce; Charles H. Consolvo Tent, Circus Saints & Sinners; and was a past president of Fraternal Order of Police, Commodore Lodge 3.