

ROANOKE VIRGINIA

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ITS LOCATION, CLIMATE AND
WATER SUPPLY :: ITS MANUFACTURING
COMMERCIAL AND EDUCATIONAL ADVANTAGES
AND GENERAL DESIRABILITY AS A
PLACE OF RESIDENCE



ISSUED BY THE CHAMBER OF COMMERCE

COMPILED AND EDITED UNDER THE AUSPICES OF THE
JAMESTOWN EXPOSITION COMMITTEE

By E. B. JACOBS Secretary Chamber of Commerce

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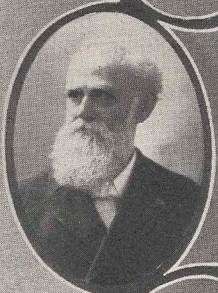
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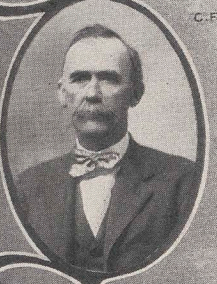
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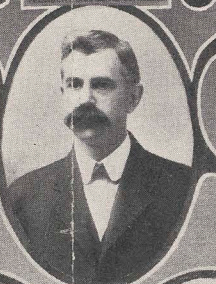
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DEVELOPMENT OF THE SOUTH

THE RECORD of the development and upbuilding of the South during the past forty years stands forth as a most marvelous achievement, and a glowing tribute to the enterprise and indomitable energy which are so strongly characteristic of her splendid citizenship.

Their ready adjustment to new conditions, coupled with an intense devotion to the exalted ideals of the past, have proven a source of strength and reliance throughout every phase of the vexatious problems which have confronted the South since the close of the Civil War; when, stricken yet undaunted and undismayed, she took up the colossal task of rehabilitation, and reared an empire of civic and industrial grandeur upon the ruins that covered her desolate and battle-scarred soil.

History does not portray in the annals of any race or people a more notable achievement than that attained by the chivalric manhood of the South, inspired by the devotion of as fair a type of womanhood as ever graced the home of man in rescuing their institutions from the chaos of war's results, and building the foundation for the glory and splendor of the virile new South of the present day.

Their efforts have lent inspiration to a later generation, and the rejuvenation of the South is now a splendid reality.

"The land of chivalry, poetry and song" is once more a prosperous and contented section, and the South has at last come into her own.

The phenomenal development prevailing in every branch of trade and manufacturing industry throughout the South is still attracting universal attention, and this continued industrial expansion is destined to mark an epoch in the history of our country's material progress.

This great work of industrial growth has been actively participated in by many broad-minded citizens from other sections of the country, who have been attracted to the South by the manifold opportunities presented for the manufacturer, the investor, the home-seeker and the artisan.

The cordial cooperation and energetic support received through this new population which is always met with a hearty welcome and with the spirit of hospitality for which the South is universally noted, has proven of high importance and signal benefit in working out the grand scheme of civic and industrial advancement to which the best energies of the people of our country have been applied.

The financial world has come to a realization that

the South is unquestionably the most favored section of the land, is advancing along broad and generous lines, and the splendid achievements of today are merely an indication of what may be anticipated in the years to come.

Statistics recently compiled show that the South possesses one-half the total deposit of iron ore in the United States, has nearly three times as much coal as Great Britain, Germany and Pennsylvania combined, grows seventy-five per cent. of the world's cotton production, is rapidly becoming a great cotton manufacturing center, dominates the phosphate rock and sulphur trade of the world, has much of the richest oil territory known, possesses one-half the standing timber of the country, raises 800,000,000 bushels of grain per year, and the value of the cotton crop alone exceeds the sum total of the gold and silver production of the world; every dollar of gold annually mined on earth being insufficient to pay the South's bill against Europe for cotton shipments alone.

The present prosperity of the South is due in large measure to the extensive railway construction which has recently taken place, opening up vast regions of heretofore undeveloped territory, containing immense tracts of valuable timber and practically inexhaustible deposits of coal and iron ore. This naturally brings in its wake the establishment of industries and the broadening and upbuilding of the business interests of the entire section.

In fact the nation's center of population is rapidly taking a southward trend and it is gratifying to note that industrial conditions show permanent and remunerative employment for this steadily increasing tide of new population.

Another factor which is certain to prove highly important in the industrial future of the South is her magnificent waterways which can be utilized for producing power for electrical transmission, and which, owing to equable climatic conditions, can be depended upon throughout every season of the year.

A result of the auspicious conditions which have existed during the past year can be summarized in the statement that during 1906 the wealth of the South has increased in the sum of \$2,600,000,000.00, an average of \$7,300,000.00 for every day in the year, and all circumstances indicate that the growth for the coming years will surpass the remarkable record achieved during the one just closed.

Thus the South stands today on the threshold of an era of material development of almost limitless possibilities.

Thrilled with the vigor of a new born greatness, with all feeling of a sectional character happily obliterated, proud of the splendid achievements of the past, she confidently looks into the future with an awakened realization of her innate power and grandeur; strong in the belief that the years to come will bring only peace, prosperity and the continued enjoyment of those inestimable privileges which are in consonance with the lofty ideals that have always been her pride, her inspiration and her strength.

One of the most notable features of the South's development is the remarkable growth of her cities

and towns, all of which have shown substantial gain in population during recent years.

Foremost among these is the City of Roanoke, Virginia, which in 1881 was only a village with less than 600 inhabitants, and is today a progressive city of 35,000 population.

The history of Roanoke's progress from its incorporation as a city to the present time, is set forth in the following pages of this booklet.

NOTE.—The author is indebted to the Manufacturers' Record for the statistics given in the foregoing article on the subject of the Development of the South.

E. B. J.

SOME OF ROANOKE'S ADVANTAGES AND ATTRACTIONS

Population, 35,000.

Ideal location and excellent climate.

Altitude, 907 feet above Sea Level.

Average mean temperature per year, fifty-five degrees; rainfall, forty-four inches.

Death rate among white population, only fourteen to 1,000.

Fine drainage system and well-paved streets.

\$500,000.00 expended for permanent Municipal improvements in last two years.

A never-failing daily supply of 5,000,000 gallons of pure spring water.

A first-class telephone system.

An admirable system of electric car service, extending to all parts of the City and adjacent towns.

Efficient paid fire department, and lowest loss by fire per capita of any city in Virginia. Eighty-five-pound hydrant pressure maintained in business section.

A public school system which ranks among the best in the country, there being eighty-three white and seventeen colored teachers with 3,974 white and 1,331 colored pupils.

One of the best lighted cities in the land.

Excellent hotel Accommodations.

Numerous churches which include all denominations, there being twenty-seven for the white population and ten for the colored people; Young Men's Christian Association membership, 1,000.

Roanoke Public Hospital, noted for skillful and efficient management.

Immense dam on Roanoke River recently constructed for furnishing power for factories and for lighting the city.

Close proximity to Virginia's noted mineral springs and summer resorts.

One of the largest and best equipped opera houses in the South, with a seating capacity of 1,600.

Tax rate per \$100.00 of assessed valuation; City, \$1.00; School, twenty-five cents; State, thirty-five cents; Total, \$1.60.

1,500 buildings erected since 1903, costing \$5,000,000.00.

Assessed valuation of real and personal property, 1901, \$10,054,000.00; 1907, \$20,000,000.00.

Bonded indebtedness, only \$1,081,000.00.

Average rate of interest on outstanding bonds, 4.5 per cent.

Banking facilities: three National banks, two trust companies and one State bank.

General Offices and Shops of Norfolk & Western Railway Company, employing about 3,000 men.

Large iron furnaces and rolling mill.

Largest bridge works in the South.

Planing mills, foundaries, brewery, ice plant, and other factories in successful operation.

One of the largest and best equipped printing establishments in the South.

First-class transportation facilities and low freight rates.

The only city of importance touched by the new Virginian (Tidewater) Railway from the Coal fields to the sea.

The gateway and metropolis of Southwest Virginia and the West Virginia Coal Fields.

Passengers to Roanoke, 1905.....	141,045
Passengers from Roanoke, 1905.....	140,783
Passengers to Roanoke, 1906.....	173,237
Passengers from Roanoke, 1906.....	171,501

Tons of freight to Roanoke, 1905.....	215,623
Tons of freight from Roanoke, 1905.....	75,962
Tons of freight to Roanoke, 1906.....	642,132
Tons of freight from Roanoke, 1906.....	128,928

Center of Rich agricultural district.

An excellent market for all farm products.

Roanoke Fair Association holds annual meetings.

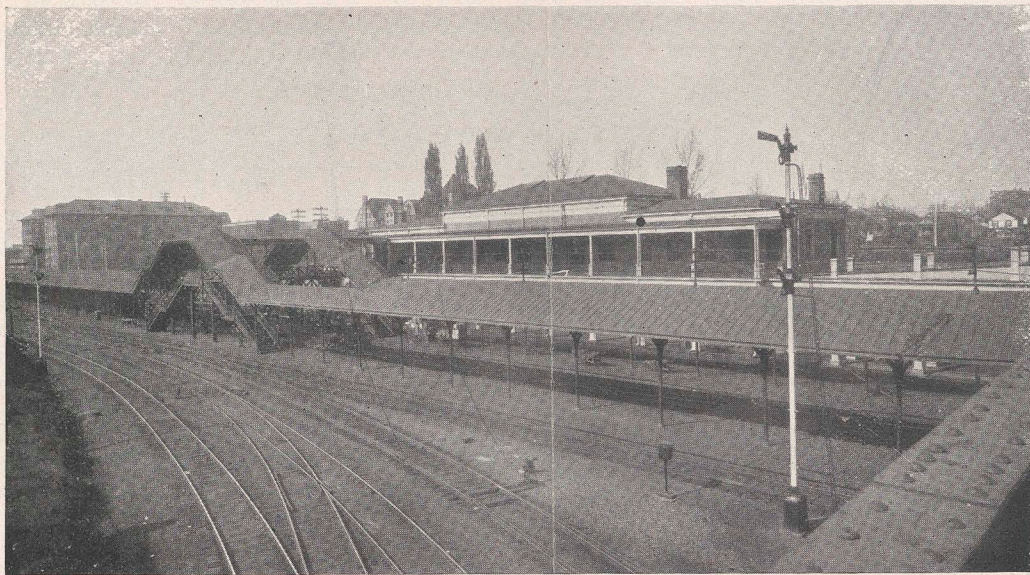
7,000 operatives employed in the various works and factories.

Special inducements offered manufacturers to locate here. Small industries particularly desired.

A Chamber of Commerce which is unremitting in the effort to advance the interests of Roanoke.

An Industrial Securities Company is being organized with a capital of \$150,000. for the purpose of assisting new manufacturing industries by lending them money at 5 per cent.

ROANOKE, VIRGINIA



The Norfolk & Western Passenger Station

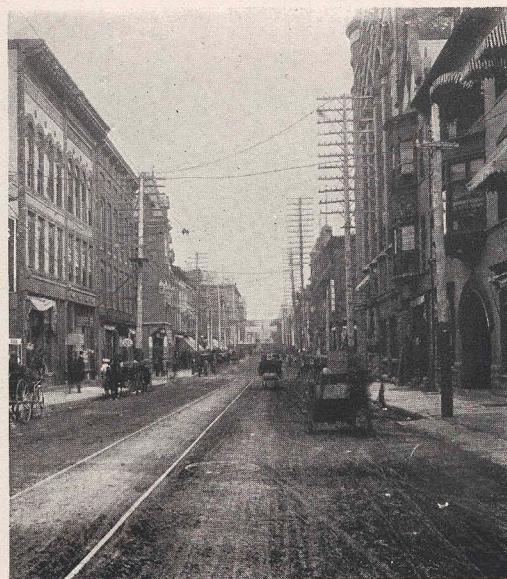
THE growth of Roanoke from a village of less than 600 inhabitants to the present progressive City of 35,000 population, is a striking illustration of what can be accomplished through com-

mercial coöperation, the utilization of opportunities, and the concentration of efforts for the material development and upbuilding of a community.

A stage station on the Lynchburg and Salem



Campbell Avenue, Looking East From Henry Street



Jefferson Street, Looking North From Luck Avenue



Evening World and Adams Express Company Buildings

Turnpike, officially designated as Gainsborough, but more commonly known as "Old Lick," was the humble beginning of the present City of Roanoke.

Gainsborough, while established in 1838, had in 1870 only a mill, a tavern, a stage station, three churches, two or three stores and about fifteen dwelling houses. In 1852 the Virginia and Tennessee Railroad established a station about three-quarters of a

mile from Old Lick and eventually a village grew around it which was called "Big Lick."

Under that name the town was incorporated in 1874, and in 1881 it contained only 600 inhabitants, with perhaps 125 buildings.

On February 3, 1882, an Act of the Virginia Legislature was passed, changing the name of the village to Roanoke, and on June 18, 1882, the Shenandoah Valley Railroad was completed, a junction being formed with the Norfolk and Western at Roanoke. On the day following, the first train passed over the Shenandoah Valley line from Hagerstown, Maryland, to this point.

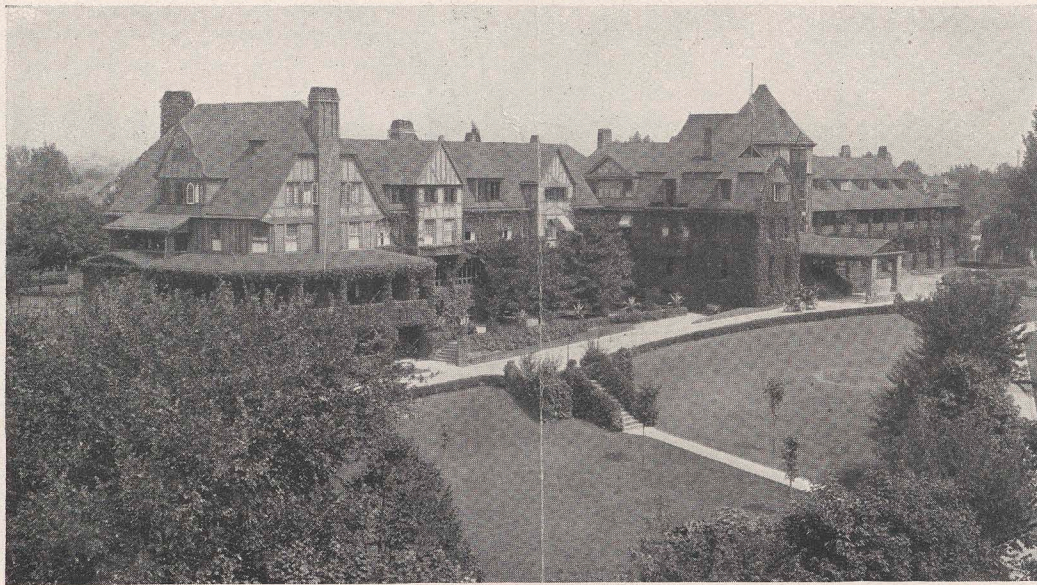
On January 31, 1884 the town of Roanoke was chartered as a City, it having at that time a population of 5,000. The Norfolk and Western Railway Company established large Machine Works and Repair Shops at Roanoke in 1882, and from that time may be dated the almost marvelous growth and progress of the City.

The United States Census of 1890 gave Roanoke 16,159 population; that of 1900 showed 21,495; and a City Census taken in January, 1904, for the purpose of ascertaining the exact number of inhabitants, in order to re-district the City and change the ward lines, showed a population of 26,443.

During the month of April, 1906, a new City Directory was completed, and the data then collected by the canvassers showed the population to be 30,300.



Norfolk & Western Ry. General Office Buildings



Hotel Roanoke

From the unprecedented number of dwelling-houses erected since that date, the statement would seem fully warranted that the City, which is the third in size in the State, now contains a population approximating 35,000, not including the suburban towns of Salem and Vinton, which are connected with Roanoke by electric lines, and which have a combined population of about 6,000.

The City is situated in the Roanoke Valley of Virginia, at its junction with the famous Shenandoah Valley, the Roanoke River flowing along its southern border.

To the southeast are the Blue Ridge Mountains, and on the northwest are the Alleghanies.

From this ideal location the cold winds of winter are tempered, and during the summer the humidity is always below the average.

A cooling breeze invariably sweeps down from the northwest hills at eventide, insuring comfort and invigorating rest at night.

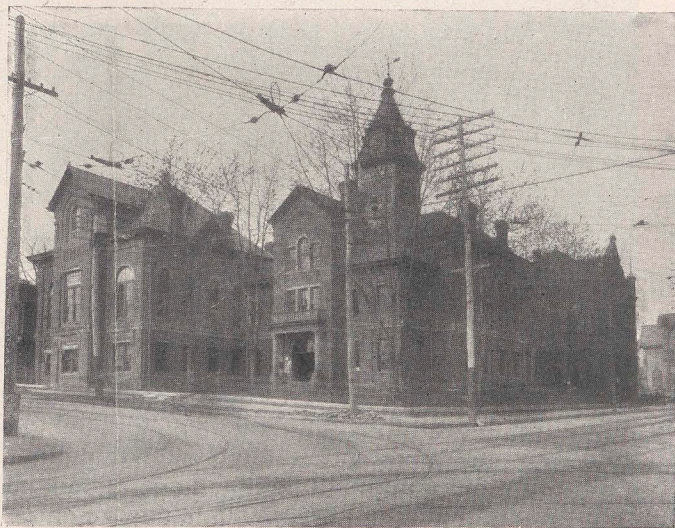
The altitude of the City is 907 feet above sea level, it is situated in Latitude $37^{\circ} 15'$ North and Longitude $79^{\circ} 15'$ West, or about on a plane with Southern Spain.

The temperature rarely goes above 90° and then only for a few days in midsummer, while the winters are marked by an absence of snow or excessive cold. The climate is

equable, a severe frost being of rare occurrence.

The average [mean temperature and rainfall by months, for the past three years were as follows:

TEMPERATURE: January, 32 ; February, 30 ; March, 45 ; April, 52 ; May, 65 ; June, 72 ; July, 74 ; August, 74 ; September, 71 ; October, 54 ; November, 47 ; December, 39 . Average for three years, 55° .

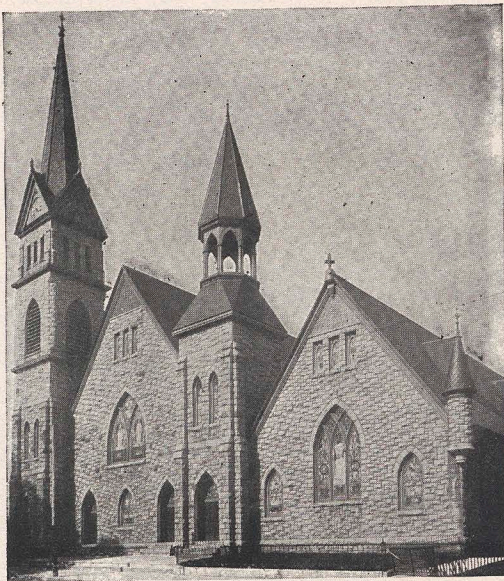


City Hall and Court-House



Dam of the Roanoke Water Power Company

RAINFALL IN INCHES: January, 3.07; February, 1.58; March, 3.65; April, 1.95; May, 4.25; June, 4.98; July, 7.54; August, 3.74; September, 2.87; October, 3.93; November, 2.33; December, 4.21; Average per year, 44.11; average per month, 3.68.



Greene-Memorial Church

The distance from Roanoke to other principal cities and the time necessary to travel thereto, are as follows:

New York 453 miles, time 13 hours; Baltimore 267 miles, time 8 hours; Chicago 764 miles, time 25 hours; Jacksonville 647 miles, time 19 hours; Norfolk 257 miles, time 9 hours; Pittsburg 455 miles, time 17 hours; Mobile 825 miles, time 28 hours; New Orleans 885 miles, time 28 hours; Richmond 198 miles, time 7 hours; San Francisco 3,128 miles, time 112 hours; Savannah 508 miles, time 15 hours; St. Louis 807 miles, time 28 hours; Washington 227 miles, time 7 hours; St. Paul 1,174 miles, time 39 hours; Philadelphia 362 miles, time 10½ hours; Boston 685 miles, time 20 hours.

The environments of the City are exceptionally beautiful, the rolling nature of the country and the adjacent mountains affording a pleasing scene for the eye to rest upon, in whichever direction the traveler may journey.

Epidemics are absolutely unknown, and the locality is especially free from sickness, Roanoke's ideal location, high altitude, fine sanitation and unexcelled water supply combining to make the City a most healthful place for residence.

The death rate during recent years, according to mortuary statistics furnished by the City authorities, has been only fourteen to the one thousand of population among the white people, including deaths which occur

at the Roanoke Hospital, to which patients are brought from a large surrounding district, and where railway employes of several divisions centering at this point are taken for treatment when injured.

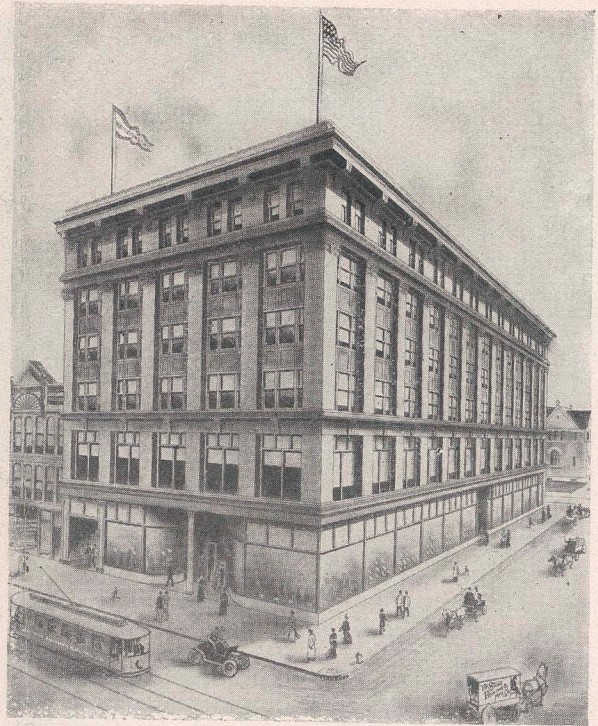
The streets are well paved or macadamized and the City is lighted throughout by electricity. Every section is supplied with storm-water drains and sanitary sewers, over five hundred thousand dollars having been expended during the past two years for additions and improvements of this character, and for extensive street paving, made necessary by the continued growth of the City.

A first-class telephone service meets all local requirements and furnishes long-distance connection with every section of the country.

The water supply of Roanoke—a feature about which every citizen boasts—is one of the greatest blessings enjoyed by this community, and is one whose importance, from the standpoint of health, can not be over estimated.

Out of the solid rock at the base of Mill Mountain, a spur of the Blue Ridge, about one-half mile southeast of the City, bursts forth the famous Crystal Spring, with a never-ceasing flow of cool sparkling water, clear as crystal, and with a volume that furnishes over five million gallons per day; enough in fact for the requirements of a City with more than twice the population of Roanoke. The temperature of this water, as it issues from the rock is 52°

Besides this never-failing supply of water, unsur-



Watt, Rettew & Clay's Department Store and Office Bldg—Copyrighted '07

passed in excellence for drinking and culinary purposes, a free-stone water is piped from Bedford



Reservoir Crystal Spring—Roanoke's Water Supply



Elk's Home

County, which is particularly well adapted to and largely used for manufacturing purposes and for boilers of locomotives, stationary engines, etc.

Roanoke is in close proximity to a number of the noted mineral springs of Virginia, whose curative properties are renowned throughout the whole country.

Among those which are accessible by a few hours' ride, or less, are the Blue Ridge Springs, Coyner's Springs, Yellow Sulphur, Alleghany Springs, White Sulphur, Crocketts, Roanoke Red Sulphur, Hot

Springs, and the famous Greenbrier White Sulphur.

Most of these watering places can be reached by a short journey in the morning, the schedule of the Norfolk and Western Railway permitting the traveler to return the same day if desired.

The Peaks of Otter, Caverns of Luray, and the famous Natural Bridge of Virginia are all within a few hours' ride from Roanoke.

The leading Secret Orders are well represented and have a large membership, the personnel being first-class in all cases.

There are also a number of social clubs, prominent among which are the Shenandoah, Elks' Club, Eagles' Club, Roanoke Country Club, Blue Ridge Gun Club, Roanoke German Club and Shenandoah Cotillion Club.

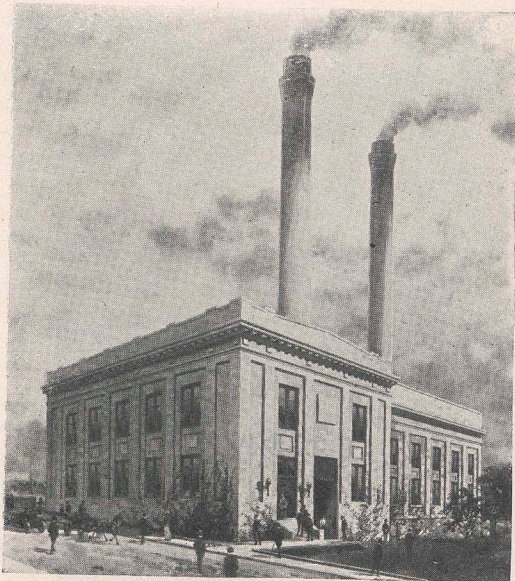
The City has one of the largest and best equipped Opera Houses in the South; in fact very few places the size of Roanoke are afforded the advantages possessed by the Academy of Music in this City in point of architectural construction, seating capacity, fine acoustics and general metropolitan equipment and furnishings.

The stage area amply accommodates the scenic display of the largest companies in the country.

The City has an admirable system of Electric Car Service, with well-equipped cars of the latest pattern,



View in Mountain Park



Power House Roanoke Railway & Electric Company



Strickland Building

affording ample facilities and rapid transportation to all parts of the City and to adjoining towns.

Under appropriate headings will be found details concerning Roanoke's Commercial, Industrial and Educational Advantages, Municipal and Financial statistics, Churches and Charities, Water Supply, Agricultural Surroundings and general desirability as a place of residence.

The remarkable activity which has prevailed during the past several years in the erection of business and residence property, illustrates in a convincing manner the steady growth and material development of the City.

During 1903, 160 dwellings were erected costing approximately \$300,000.00.

In 1904, 418 dwellings and eighteen business houses were built at a cost of \$807,000.00.

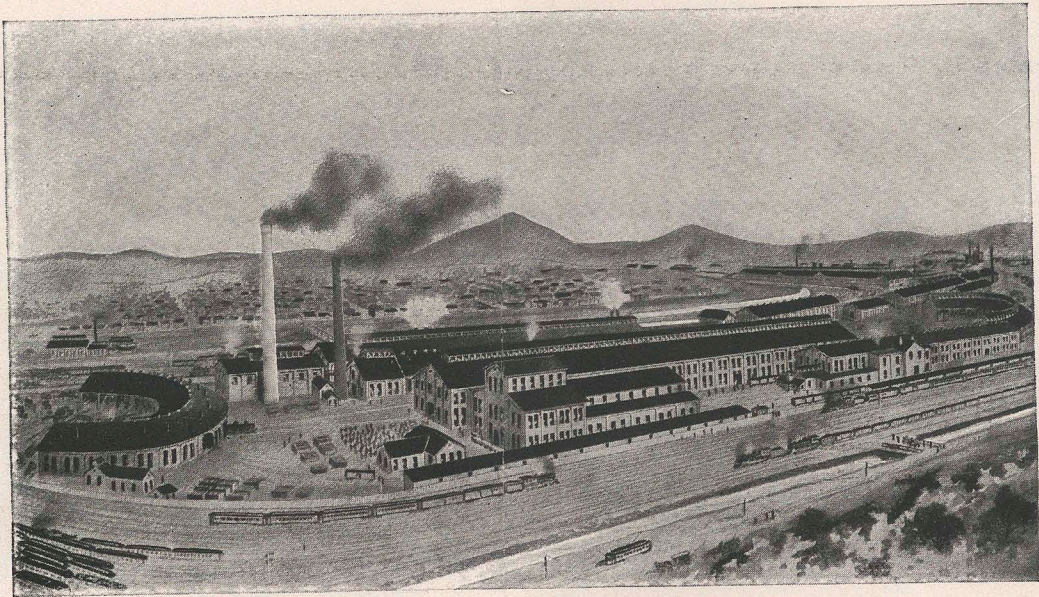
MUNICIPAL

The following statistics furnished by the municipal authorities will give some idea of the growth of Roanoke, and the civic improvements engaged upon during the past two years.

Area in corporate limits.....	5½ square miles
Length of streets.....	104 miles
Average width of streets.....	50 feet
Length of alleys.....	75 miles
Width of alleys.....	12 feet
Granite paved streets.....	5,850 square yards
Brick paved streets.....	33,800 square yards
Brick paved streets under construction.....	59,000 square yards
Macadamized streets.....	16 miles
Brick sidewalks.....	28 miles
Granolithic sidewalks.....	8½ miles
Public sewers.....	45 miles



Post-Office



Bird's-Eye View of the Norfolk & Western Ry. Shops

Copyright, 1907

In 1905, 283 dwellings and nine business houses were erected costing \$952,000.00.

During 1906, there were built 348 dwellings and sixty-one business houses costing \$957,000.00.

There were also issued in 1906, 300 permits for additions costing \$129,000.00, a total of building improvements for 1906 amounting to \$1,086,000.00.

During the first four months of 1907, permits were issued for the erection of 225 dwellings and twenty-five business structures at a specified cost of \$570,000.00.

A summary for the past four and one-third years shows that 113 business houses and 1,434 dwellings were erected, not taken into consideration the permits for additions, and the aggregate cost reached the sum of \$3,715,000.00.

When the fact is taken into consideration that these are simply the figures specified for the purpose of securing permits for the erection of buildings, and that the cost of construction is almost invariably from twenty-five to forty per cent. in excess of estimates, it is probable that the sum of \$5,000,000.00 will represent the actual expenditure for building operations during the term mentioned.

This continued activity in the erection of new buildings has not been occasioned by speculation in real estate, but is the natural and logical result of the growth of the City's industrial and manufacturing interests, and the steady influx of new population.

Besides these improvements, the present Federal Building, in which are located the Post-Office and other Government offices, and which originally cost \$75,000.00, will be considerably enlarged, an appropriation amounting to \$110,000.00 having been made for that purpose; the intention being to furnish adequate accommodations for the United States District Court and for further Post-Office facilities made necessary by the growth of Roanoke.



Private Residences

During 1906 alone the sum of \$215,987.32 was spent for street and sewer improvements, and in addition thereto over \$70,000.00 was appropriated and used for the erection of a new fire station and an additional public school building.

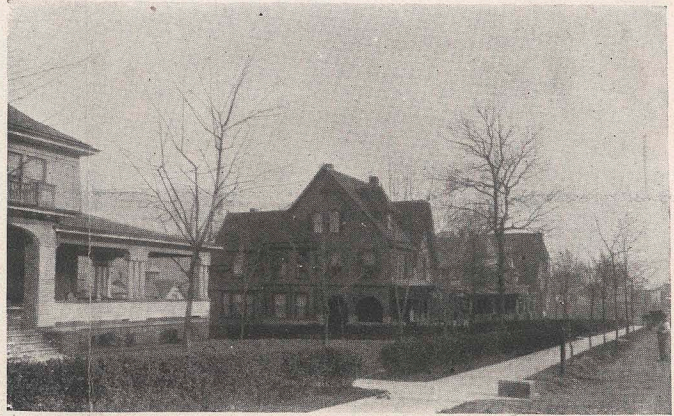
Further civic improvements of an important character have been determined upon, and will be promptly carried out in accordance with a schedule already adopted by the Municipal Government.

The present bonded indebtedness is \$1,081,000.00, an amount slightly in excess of one-half what the City would be authorized to issue on the basis of the present assessed property valuation.

On January 1, 1907, there was to the credit of these bonds in the Sinking Fund the amount of \$69,672.31, and during 1906 the sum of \$112,000.00 was applied from the Sinking Fund to the cancelation of the public debt.

The average rate of interest on all outstanding bonds issued by the City is a little less than four and one-half per cent.

The steady increase in the assessed value of real and personal property during recent years is evidenced by the fact that while the assessment for these items in 1901 was \$10,054,770.00 and in 1904 the sum of \$13,940,306.00, the levy for 1905 was on



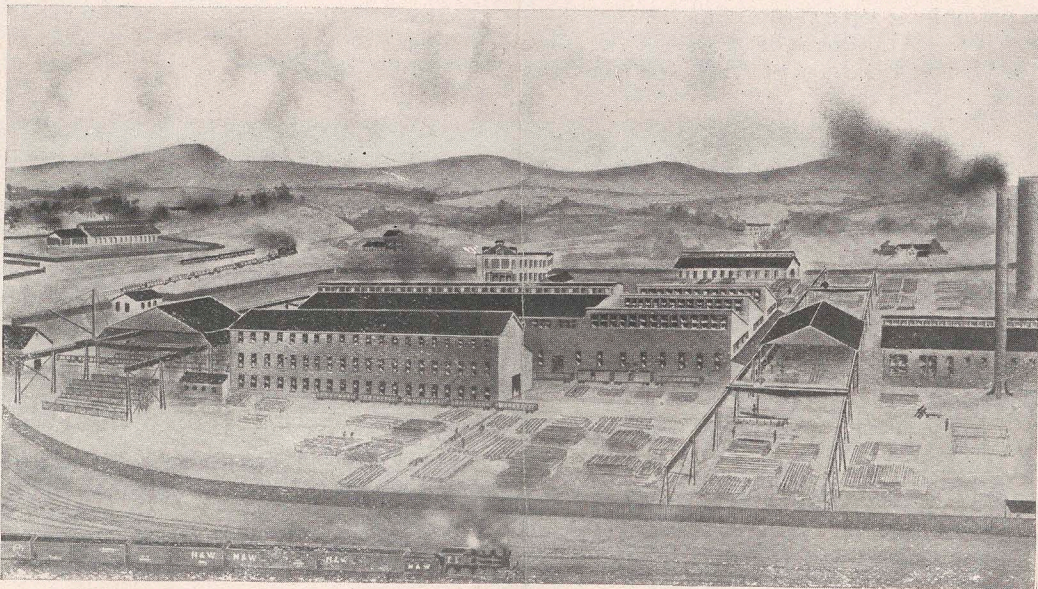
Private Residences

a valuation of \$14,616,967.00 and that of 1906 on an assessed valuation of \$17,892,277.41. The improvements made during 1906 and the spring of 1907 will undoubtedly bring these figures up to \$20,000,000.00, not including government, municipal or church property of any description.

The receipts and disbursements from current revenue for 1906 were as follows:

Receipts, \$341,239.73; Disbursements, \$285,686.46.

The value of public property, including school buildings, is over \$500,000.00.



Bird's-Eye View of The Virginia Bridge and Iron Co.

Copyrighted 1907



Private Residence

The tax rate which obtains is as follows:

City Tax \$1.00 per \$100.00; School Tax twenty-five cents, and State Tax thirty-five cents, a total of \$1.60 per \$100.00, based on a fair, conservative valuation of property.

This is the lowest tax rate of any City of like size in Virginia.

The License Tax charged mercantile houses is as follows:

On purchases net in excess of \$4,000.00, \$20.00 per annum (or \$5.00 per \$1,000.00); on purchases over \$4,000.00 and not in excess of \$50,000.00, an additional amount of \$3.00 per \$1,000.00, on purchases

in excess of \$50,000.00, an additional amount of \$1.50 per \$1,000.00.

Roanoke has a most efficient paid Fire Department, supplemented by a well-trained body of volunteers and the equipment is ample and first-class in every particular.

The commodious new fire station recently erected in the heart of the City is a model structure of its character, and is conveniently arranged and complete in every essential. The Gamewell Fire Alarm System is used, there being forty-five street boxes, with 285 fire hydrants distributed throughout all sections of the City.

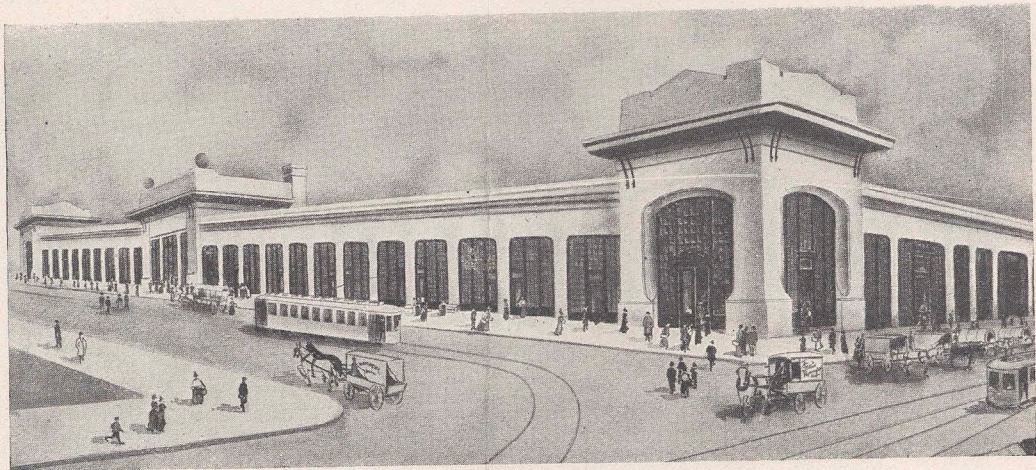
The loss by fire per capita as shown by statistics compiled by the National Board of Underwriters has been less in Roanoke than in any other city in the State.

Perhaps no better criterion can be cited as an evidence of the general prosperity prevailing in this City than a comparison of the statements of Roanoke's banking institutions January 1, 1907, with similar statements issued one year prior.

These statistics are as follows, and are a summary of the statements of the three National Banks and one State Bank engaged in business :

January 1, 1906.

Capital Stock.....	\$ 425,000.00
Resources.....	3,729,065.03
Deposits.....	2,972,873.75
Surplus and profits.....	217,571.52



The New Randolph Market

Copyrighted 1907

January 1, 1907.

Capital Stock.....	\$ 600,000.00
Resources.....	6,313,061.17
Deposits.....	4,650,853.57
Surplus and profits.....	469,977.12

An increase in capital stock of \$175,000.00.

An increase in resources of \$2,583,996.14

An increase in Deposits amounting to \$1,667,979.82 and a gain in surplus and profits of \$252,405.60; and this after having paid substantial dividends on capital stock invested.

MANUFACTURING

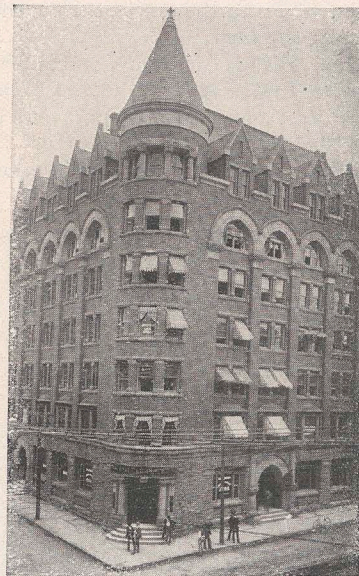
While the manufacturing interests of Roanoke have not yet assumed the proportions they are destined to reach at no remote day, there has been a marked increase during the past few years in the industrial development of the City, due in large measure to the aggressive and systematic work of the recently organized Chamber of Commerce. It is safe to estimate that, including the Roanoke Machine Works, where a portion of the rolling stock of the Norfolk & Western Railway Company is built, and where the heavy repairs to engines and cars are made, at least 7,000 men are employed by the various manufacturing enterprises of the City.

Splendid opportunities exist at Roanoke for the manufacture and sale of many articles which are not now produced here, and special efforts are being put forth by the Chamber of Commerce in order to induce the location of small industries.

A shoe factory has recently started in business and finds a ready sale for its product.



Private Residences



National Exchange Bank Building

Many instances can be cited showing the expansion of manufacturing enterprises which started business in Roanoke on a small scale, and which, owing to intelligent management and the marked development of the section tributary to this city, have grown to large proportions and are shipping their products to all parts of the country.

Foremost among these enterprises is the Virginia Bridge & Iron Company, which was incorporated in October, 1895, with a capital of \$50,000.00, the plant at that time employing only about fifty men.

The business of the Company has steadily increased until it is now the most important manufacturing establishment in the City, having a paid in capital of \$550,000.00; the works covering twelve acres of ground and employing over 300 men.

During the past year extensive additions, in the shape of new and modern fire-proof shops have been made to these works, which are operated throughout by electricity, and have recently been working both day and night. A new girder shop with heavy electric cranes and other necessary equipment is now in course of construction, and when completed the number of employes will be increased to 450.

The Company also operates a branch shop

at Burlington, N. C., on the line of the Southern Railway, employing 175 men.

The Virginia Bridge & Iron Company's plant is easily the largest Bridge Works south of Pennsylvania and Ohio and east of the Mississippi; and being advantageously located on the lines of the Norfolk & Western and the Southern Railway, it enjoys excep-

purpose where fire-proof construction is contemplated.

The main office is located here, with branches at Atlanta, Ga., Little Rock, Ark., and other points. The Company possesses ample facilities for prompt execution of contracts and has an established reputation for efficient and high-grade work. It numbers among its customers the principal railway systems of



Photographed from The Observatory on Mill Mountain. Elevation 900 Feet.
Distance about one mile; Range at center of picture, about four miles.

BIRD'S-EYE VIEW OF

tional shipping facilities for all southern and southeastern business.

The product of the Company consists of steel bridge work, suitable for the heaviest character of railroad traffic, also for street railways, cities and towns; and steel structural work designed for mill buildings, warehouses, office buildings, and in fact for every

the country, as well as numerous coal and ore mining companies, manufacturing industries and prominent builders throughout the south and southwest.

Among the notable business enterprises of this City that have grown from small concerns to establishments of considerable magnitude is The Stone Printing and Manufacturing Company, which began

business in 1883, and which now ranks among the foremost manufacturing plants of the kind in the South.

The constantly growing volume of business which has come to this establishment has caused the Company to make frequent enlargements to its plant, and in order to afford proper facilities for its trade re-

forced with steel, thus making the whole building absolutely fire-proof.

The machinery and equipment to be installed will be of the most modern and best character obtainable, and the interior arrangement will be such as will insure convenience and economy of space and the handling of work to the best possible advantage.



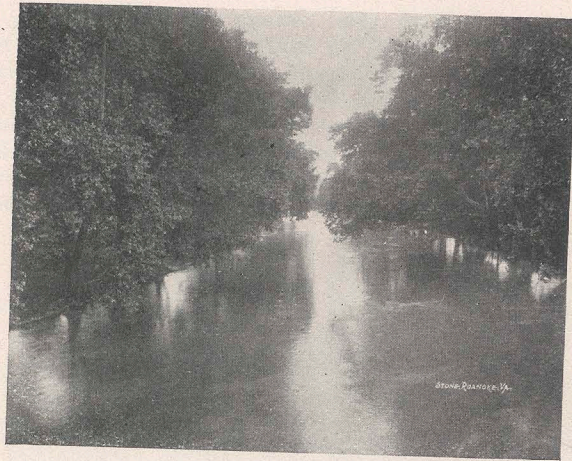
ROANOKE, VIRGINIA

quirements an entirely new building has just been erected. This structure, which is two stories in height, fronts 218 feet with a depth of 110 feet, and is complete and modern in every detail. The front is built of blue limestone, and the balance of the building is constructed of brick, with all foundations, beams, columns, etc., made of concrete, rein-

Special attention has been given to ventilation, lighting, sanitary and hygienic arrangements; and the various machines in use, of which there will be upwards of eighty, will be operated by individual motors.

The facilities of this Company, which employs 150 operatives, admit of the execution of work of every

Copyright, 1907, by
The Stone Printing & Manufacturing Co., Roanoke, Va.



Roanoke River View

description in their line, including Commercial and Railroad business of all kinds.

The Company's business extends throughout the entire South, and its product is noted for possessing a high degree of excellence.

One of the important industries of the City is the large Flouring Mill, operated by the Roanoke Elevator and Milling Company, which covers about an acre of ground; the Mill proper being a five-story structure 100 x 75 feet in area.

Its capacity is 325 barrels per day, in addition to 900 bushels of meal.

The plant is operated by an engine of 125 horse-power, with a boiler of 150 horse-power capacity.

The mill is operated night and day to its full capacity, and employs about forty men, including two commercial travelers; its product being distributed throughout Virginia, West Virginia, and North Carolina, where a ready sale is found for its various brands of flour, due to their uniform, excellent quality and strength.

The West End Furnace, which is located near the City limits, employs 200 men, and has a capacity of 150 tons of pig iron per day.

The Twin Furnaces of the Virginia Iron, Coal & Coke Company, which are located in the eastern part of the City, have been in continuous operation for upwards of twenty years, their daily output being 275 tons. This Company employs 325 men.

The Roanoke Cotton Mill Com-

pany, which manufactures Cotton Warp, and Yarns, and Wrapping Twine, and employs 150 operatives, has recently decided to increase the capacity of its plant, in order to fill the large number of orders which the Company is constantly receiving, owing to the high quality of product manufactured.

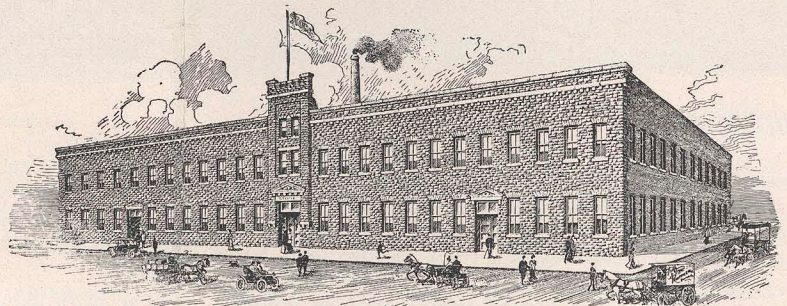
One of the most important recent additions to the industrial establishments of the City is the West End Rolling Mill which is being operated by the Loucks Iron and Steel Company, and which, when its full complement of working force has been secured, will employ 300 men. The plant is located near the West End Furnace, midway between the tracks of the Norfolk & Western Railway and those of the New Tidewater line. The puddling mill measures 78 x 345 feet, is equipped with modern machinery, including three stands of twenty-two inch rolls, an engine 28 x 54 feet with a thirty ton fly wheel; also a ten ton steel furnace and a two ton gas producer.

The finishing department is 85 x 305 feet in size and contains a standard set of rolls, consisting of twelve and eighteen inch trains, with three heating furnaces, and three boilers of 200 horse power each; the trains of rolls being driven by heavy engines 28 x 48 feet in size.

When in operation to its maximum capacity this mill will manufacture eighty tons of standard finished iron and rails per day and night.

The present Company recently purchased the plant, and has expended over \$100,000.00 for new machinery and equipment.

The Virginia Brewing Company, which was organized in 1890, and which has been in successful operation ever since, has a wide reputation for the excellence of its product. The plant covers about two acres, and has a capacity of 25,000 barrels per annum. The Company also manufactures soft drinks, and in addition to its substantial local patronage, the business of the Company extends over a large territory in Southwest Virginia, North Carolina, and



[The Stone Printing and Manufacturing Company



Wholesale Row

throughout the Pocahontas and West Virginia Coal Fields.

This Company, which formerly engaged in the manufacture of ice as an adjunct to its general business, has recently purchased the other two ice plants, which were here engaged in business, and has merged the three factories into one Company, which is operated under the name of the Consolidated Ice Company. Additional machinery has been installed, enabling the new Company to furnish 150 tons of ice per day. The Virginia Brewing Company also operates a Cold Storage Plant, and the total number of employees in the various departments is 250.

The Blue Ridge Overalls Company are large manufacturers of Overalls and Coats for the use of workmen, and the fine patronage which this Company enjoys throughout several States attests the excellence of their product. This Company employs 225 operatives.

Prominent among the manufacturing enterprises of the City, must be mentioned the Planing Mills, Sash, Door and Blind Factories of the Central Manufacturing Company, the Exchange Lumber Company, Adams, Payne and Gleaves, and J. H. Wilkinson. These mills are of large capacity, employ considerable forces of skilled mechanics, and have an immense trade, not only through this immediate vicinity, but to points beyond; their product being shipped to

patrons in West Virginia, Ohio, Tennessee, and several adjacent states.

One of the manufacturing establishments of Roanoke which deserves mention is the large marble works operated by J. H. Marsteller, which began business in 1887 and now employs, including traveling salesmen, about 125 men.

This is the largest works of the kind in this section of the country, and its business, which includes a full line of mantels and statuary, extends throughout the whole South.

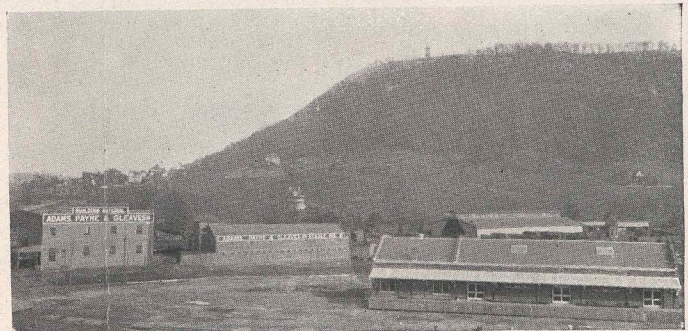
The Southern Chemical Company is an enterprise which was established in the spring of 1904 by Roanoke parties, and owns about three and one-half acres of land in the northeastern part of Roanoke, fronting on the Norfolk & Western Railway. The factory is a three-story building, 60 x 200 feet, which furnishes ample space for the successful handling of the Company's trade. The establishment of this business is of signal benefit to the surrounding country, as farm-

ers are able to purchase direct from the manufacturers the best grade of fertilizers for farm, orchard or garden use.

A Packing House for the curing and shipment of meats, has recently been organized in this City and is doing a lucrative business.

Among the various other manufacturing plants of Roanoke, may also be mentioned a Knitting Mill, which is in successful operation; Hammond's Printing Works, which does a large business; a Barrel and Stave Factory, and two Foundry and Machine Companies.

In addition to the above, there are numerous small industries which might be mentioned, but space in a work of this character, does not permit of further elaboration.



Adams, Payne & Gleaves

Mill Mountain

Virginian Ry. Station

WATER POWER

There has recently been constructed, by the Roanoke Water Power Company, at a point on the Roanoke River about three and one-half miles from this City, an immense dam, forty-five feet high by 475 feet in length and fifty feet in thickness, and built of solid concrete.

It is estimated that 3,500 horse-power can be generated, for the purpose of furnishing electric power for manufacturing establishments and for lighting the streets and residences of the City. The lines of the Company have already been built to the City, and current is being furnished for all purposes.

The erection of this immense plant has proven an important factor in minimizing the cost of production of every class of manufacture, and is of vast importance to the citizens generally, as well as to parties contemplating the establishment at Roanoke of new enterprises.

WHOLESALE TRADE

Roanoke is steadily increasing in importance as a distributing point for all classes of merchandise and manufactured articles. Situated at the gateway of Southwest Virginia, in close proximity to and in direct railway communication with the Virginia and West Virginia coal fields, a section which is undergoing almost marvelous development—the wholesale merchants of Roanoke are afforded exceptional advantages for reaching their trade and promptly filling orders.

One factor that has contributed largely to the trade interests of Roanoke, is that the City is a junction point, which permits the railroads to

favor Roanoke shippers with especially low freight rates.

The early coming of the Tidewater Railway, the construction of which is actively progressing from the coal fields to the seaboard, will open up a vast new territory tributary to Roanoke, and further increase the already large and growing wholesale interests of the City. The various lines of business engaged in are controlled by men of ample capital and keen business enterprise and sagacity, whose reputation for fair dealing and honest values has won the confidence of the trade.

These firms possess facilities enabling them to meet competition from the larger trade centers East and North. Their salesmen travel a territory which embraces Southwest Virginia, North and South Carolina, Tennessee, West Virginia and Kentucky, constantly extending their business, and adding to the ever-increasing volume of goods shipped by Roanoke wholesale houses.

RETAIL TRADE

The City of Roanoke takes just pride in the character of its retail stores, and it is doubtful whether many cities of like size can boast of as complete and varied an assortment of high class merchandise, as is carried by its retail dealers. This obtains particularly in the case of the splendid assortments of goods handled by the dry goods establishments, the clothing and haberdashery stores, shoe houses, jewelers, stationers and druggists. The retail grocers all carry complete and excellent stocks and furnish prompt delivery service to their trade. The furniture business is in the hands of progressive merchants who spare no pains to carry as full and attractive lines as can be found anywhere.



St. Andrew's Catholic Church



View at Crystal Spring

The retail hardware stores are among the largest in the State, and carry first-class stocks. These establishments enjoy a considerable wholesale trade, in addition to their local patronage.

The music stores of Roanoke are fitted up in elegant style, and furnish their patrons with any of the standard instruments on the market. The trade of these stores extends throughout a wide territory, the business being in the hands of merchants noted for their enterprise and aggressive business methods.

The plumbing establishments handle a complete line of modern supplies and have a well deserved reputation for reliable work. The houses dealing in electrical supplies are fully equipped with all modern electrical appliances and are always abreast of the times, supplying their trade with the latest novelties, as well as all staple goods in their line.

There are also four first-class laundries, equipped with modern machinery. of its best type obtainable.

The stores are lighted in nearly every instance by electricity, are fitted up with all modern furnishings and are conducted in an up-to-date, courteous and business-like manner. Failures are practically unknown, and in addition to the large local business enjoyed, the city is the natural trading point for a rich agricultural district, as well as for the suburban towns of Salem and Vinton, which are connectd with Roanoke by electric lines.

Consequently, its retail merchants are able to maintain stocks of goods which will meet the requirements of every class of trade, and the successful business they are conducting is the

best evidence that they satisfy fully the demands of their patrons.

RETAIL MERCHANTS' ASSOCIATION

The Retail Merchants' Association of this City was organized several years ago and now has a membership of about 125.

Its objects are to bring together the members of the organization for the promotion of their mutual welfare and good fellowship in all business dealings; as well as for their general protection in matters of local credit extended to their trade.

The great benefit derived through these Associations has been clearly demonstrated, and shows the desirability of their establishment in every community.

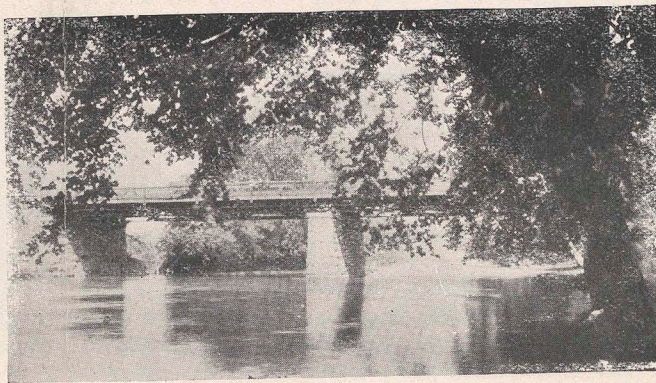
CHURCHES AND CHARITIES

Realizing that the interests of religion and education are of the first importance, it is natural that one of the paramount questions which appeals to the minds of most people who contemplate removal to another city or community, is "What is the extent and character of its churches and schools?"

Roanoke's school facilities are spoken of elsewhere.

With regard to its church facilities it may be said that no city of its size can afford better, for within its corporate limits and suburbs are twenty-seven churches for the accommodation of the white population and ten churches for the colored people.

The white churches are composed of the following denominations: Presbyterian, four; Methodist, seven; Baptist, five; United Brethren two; Episcopal, two;



Walnut Street Bridge over Roanoke River



Academy of Music

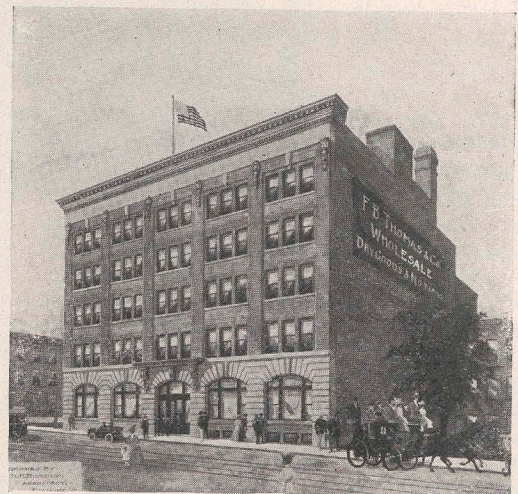
Dunkard, two; Christian, two; Lutheran, one; Roman Catholic, one; Reformed, one. The ten colored churches are divided among the Baptist, Presbyterian, Methodist and Christian Denominations. It will thus be seen that strangers, with few exceptions, will find a church of their preference in Roanoke. Enlargement of the older churches and the building of new structures are now taking place in order to meet the requirements of Roanoke's growing population. Some of these buildings are among the handsomest and most commodious in the State. The pastors are earnest and active men, who cordially welcome the stranger. A strong spirit of co-operation exists among the pastors of the several churches, and on every Monday morning a Ministers' Conference is held in the Young Men's Christian Association building, for the purpose of devising such means as will tend to the advancement of the spiritual welfare of the community. A like broad spirit is manifested by the membership of the various churches, the supreme desire being that of rendering mutual assistance, and carrying on in the best possible manner the noble work in which they are engaged.

The Young Men's Christian Association has a large and energetic membership, composed of representative young men; and its directory is comprised of the leading business and professional men of the City. The building is one of the best appointed and equipped of its character in the State, centrally located, and easily accessible to the young men who form so large a part of Roanoke's population.

The people of Roanoke are noted for charity, benev-

olence and care of the afflicted. It is only necessary that a case of need be made known to awaken sympathy and enlist the substantial aid of her citizens. In addition to the care which each church and order gives its needy and helpless members the work of the churches has crystallized in a body known as the "Charity Organization Society," the superintendent of which is supported by the churches; its work being managed by an advisory board appointed by the Ministers' Conference. The supplies for the prosecution of the work of this organization are furnished by the benevolent people of the City, and come in the shape of contributions of money, fuel, clothes and food. So broad and efficient is the nature of the work being carried on by this organization that no one need suffer if his needy condition be made known.

Roanoke Hospital, which is non-sectarian, is situated on the foot-hills of Mill Mountain, and is a commodious and well-equipped institution which is maintained largely by public contributions. It has a specially well-trained corps of nurses and assistants, and everything that can possibly be done for the comfort and relief of patients is carefully considered and properly looked after. The ideal location of this institution, its proximity to the wooded hills, its distance from noise and dust, the large well-ventilated rooms and cool verandas, coupled with the careful and intelligent attention given by the management, attending physicians and nurses, afford every requisite which will contribute to the speedy recovery of the injured or afflicted.



F. B. Thomas & Co.'s Building

EDUCATIONAL ADVANTAGES

The school facilities and general educational advantages afforded by a city are always matters of prime consideration to parents who contemplate removal to a new community, as these advantages are an almost infallible index to the social and material progress of a city.

Roanoke contains the following public schools: One High School, seven Grammar Schools, one Annex. The enrollment is as follows;

White pupils.....	3,974
Colored.....	1,331
Total.....	5,305

The number of teachers employed is as follows: White, eighty-three; Colored, seventeen; total, one hundred.

Twenty-five cents on the \$100.00 of assessed valuation of property is used for school purposes.

Several additional school buildings have recently been erected in order to accommodate the rapidly increasing population.

Well provided with schools herself, this City is within easy reach of institutions of higher learning, which offer the finest opportunities to secure a liberal education. The public school system of Roanoke is conceded to be one of the best in the State and is certainly the pride of the City. The buildings are modern, well arranged and provided with good equipment. Each school is in charge of a principal, who is assisted by a corps of well trained and experienced teachers. The course of study covers seven sessions of nine months each and embraces all the regular primary and grammar grade branches. The work of these schools is careful and thorough, and discipline of a high order is at all times maintained.

At the head of the system is the City High School. The faculty of this institution is composed largely of specialists. The regular course covers four sessions,

offering instruction in English, Mathematics, History, Latin, Modern Languages, Sciences and Commercial branches. The school has scholarships to the University of Virginia, Washington and Lee University, Virginia Polytechnic Institute, Richmond College, Hampden-Sidney College, Virginia Institute, and Western Reserve University, to which institutions and to Cornell University, graduates are admitted without examinations.

In addition to the public schools of Roanoke, is the St. Andrew's Parochial School, which was founded in 1893, and which now ranks first among the Catholic schools of the diocese. Its pupils receive their scholastic education from the Sisters of Charity of Nazareth, Ky., there being seven Sisters engaged in the work of teaching.

Here is also located the Catholic Male Orphan Asylum of the Diocese of Richmond. This Orphanage is situated near St. Andrew's Church, and is an imposing building.

Virginia College for Young Ladies, with a staff of twenty-eight officers and instructors, is situated one-half mile from the City of Roanoke, on a beautiful elevation, with a commanding view of the Blue Ridge and Alleghany mountains. The College is

within easy access to the City by means of electric cars, and the students are enabled to enjoy the advantages of country life, combined with the conveniences of a city.

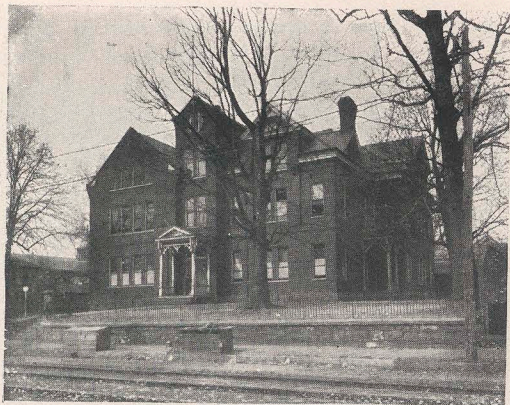
The school is conducted according to the most advanced methods of education, special attention being given to English, Art, Music and Sciences.

The buildings are of brick, with slate roofs, and are constructed after the most approved style of school architecture, with special reference to the safety, health, comfort and convenience of the students.

The College building has a frontage of 228 feet, with wings at both ends, and extends back 106 feet. It contains a large auditorium, study hall, dining room, offices, class rooms, etc., and is heated throughout by steam and lighted by electricity.



Campbell Avenue, Looking East

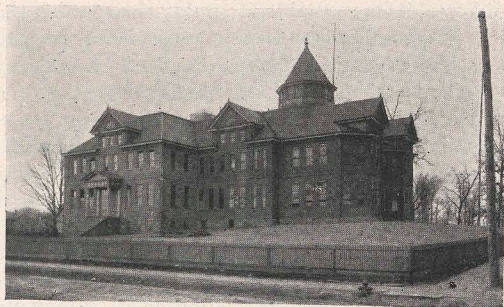


Commerce Street Public School

Both in healthfulness of location and in the character of instruction given this school possesses most excellent advantages. The past session has been one of its most successful in the history of the College.

Perhaps no institution for young ladies in the whole South is more widely known than Hollins Institute, located about seven miles from Roanoke. For over half a century this school has held a most prominent position in the field of education for women, its name being a synonym for the highest culture and refinement. The buildings range around the three sides of a quadrangle, are commodious and well-provided with every means for comfort and utility. The faculty, composed of about thirty instructors, is selected from the great universities and colleges of this country and Europe. Courses of study are offered in classical, scientific and ornamental branches, the curriculum being broad and varied enough to provide appropriate studies for the taste and talent of every student.

Roanoke College, a well-known institution of learning is located at Salem, Va., about seven miles from this City, the two places being connected by an electric line.



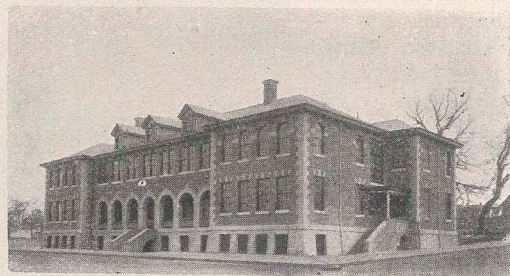
Belmont Public School

The course of study leading up to the Degree of Bachelor of Arts, extends through four years and embraces Ancient and Modern Languages Sciences, Hygiene, Higher Mathematics, Psychology, Ethics and English Language and Literature.

The College has an able faculty, which includes writers of well known text-books. Most of the professors have done post-graduate work at various European universities.

The buildings have recently been much improved, the main building being wholly remodeled. This is a handsome structure built in the Corinthian style of architecture and trimmed in white cut sandstone. The lecture room, laboratories and museum are large and well arranged. The college library contains about 23,000 volumes, among which are many rare works now out of print—as well as 1,800 volumes of leading reviews and magazines.

This institution is well prepared to furnish excel-



Park Street Public School

lent facilities [for young men in the field of higher education.

Virginia Polytechnic Institute, Virginia Military Institute, the University of Virginia and Washington and Lee University are all located within a few hours' journey from Roanoke.

The National Business College located in Roanoke is one of the largest and best known Commercial Schools in the South. Its faculty is composed of professional teachers of successful experience. Its equipment is modern and affords every facility for acquainting the students with actual business affairs. The curriculum is comprehensive and thorough. The patronage of the College is drawn from most of the Southern States and the prestige of the institution has created an increasing demand for National Business College students. Many of these find employment in the General Offices of the Norfolk & Western Railway and with numerous local firms and industries.

One of the important enterprises closely identified with the progress of Roanoke, and which has kept



Roanoke City Hospital

pace with the City's rapid development, assisting in the expansion of its boundaries and knitting together its interests with those of neighboring towns, is the street railway system operated by the Roanoke Railway & Electric Company. The growing requirements of the steadily increasing population of Roanoke have been promptly met by this Company, which now has in operation twenty-one miles of track, including an inter-urban line extending seven and one-half miles west to the town of Salem, and another reaching two and one-half miles east to the village of Vinton.

Within the City limits miles of double tracking are already laid or in progress of construction. New seventy-two pound rail laid in concrete is being substituted for old rail of lighter weight, and every possible means is being adopted to bring the road-bed and equipment up to the highest standard of efficiency.

The cars are operated from a central station, affording quick schedules to every section of the City and also to the towns of Salem and Vinton.

There is also operated an electric freight service, which makes regular schedule trips from this City to Salem, the car in use having been built specially for this purpose.

During the summer months, a sprinkler car is in daily use on the line within the City limits.

This Company also owns and operates Mountain Park, a delightful summer resort, located about two miles south of the City, and connected therewith by an electric line.

Mountain Park Casino, a commodious and delightful pleasure house, is situated near the center of the park, and during the summer season the highest class of attractive amusements, such as comedy, opera, vaudeville, concerts and other popular forms of entertainment are given every night.

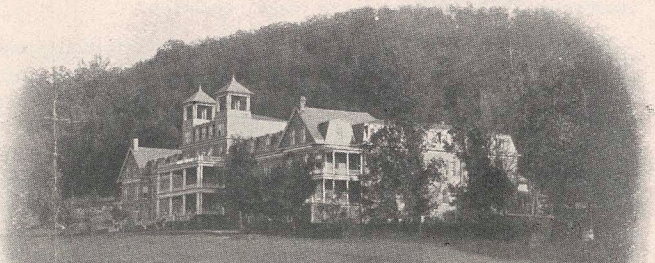
There is also a dancing pavilion, with an orchestra which furnishes music afternoon and evening. Hundreds of electric lights are scattered throughout the park, and every effort is put forth to make the surroundings attractive and pleasant for visitors; especial attention being devoted to the planting of shade trees, ornamental plants and flowers, and the placing of rustic seats, swings and fountains throughout the grounds.

The view from Mountain Park, showing the river winding around the base of Mill Mountain, beyond that the City, and in the distance the beautiful Roanoke Valley, ex-

tending for ten miles to the surrounding mountain ranges, is one of rare beauty and grandeur.

Since 1900, this Company has practically rebuilt one-half of the entire system, having expended \$150,000.00 for new cars, motors, wire and trackage, and the outlay since 1900 to 1907 for equipment, power station, and improvements, amounted to \$360,000.00. Further expenditures aggregating \$108,000.00 will be made during 1907, for additional cars, dynamos, double tracking and other requirements made necessary by the growth of the City.

Besides the additions and betterments mentioned, the Company has just purchased three and one-half acres of land located in the southeastern portion of



Virginia College

the City, on which will be erected a new power station, which will cost, including equipment to be installed therein, the sum of \$225,000.00. Work on this structure will be commenced at once, and when complete it will be one of the most modern and best equipped plants of its kind in the country.

The room containing the turbo-generators will be 90x60 feet in size, and the boiler room will be eighty feet square, built throughout of reinforced concrete, and as complete in every essential as engineering skill can devise.

The machinery will consist in part of four large B. & W. boilers of 400 horse-power each, with three huge electrical generating "Units," each consisting of a modern turbine steam engine and electrical generator combined in one mechanism, producing a total power of 2,500 kilowatts. The latest type of transformers and rotary convertors will be installed, also a huge traveling crane and automatic stokers for boilers, etc.

This Company employs 125 men, and it is the well-defined policy of its management to use every precaution looking to the comfort and safety of its patrons, and to insure a high character of service, in keeping with the demands of its steadily increasing traffic.

The additions recently made and those determined upon for 1907 will place the Company in position to meet the requirements of a city of 50,000 inhabitants.

Roanoke is peculiarly fortunate in its splendid water supply, which is furnished by the famous Crystal Spring flowing from the solid rock at the foot of Mill Mountain, a spur of the Blue Ridge, which stands a short distance from the City limits. Its limpid waters, sparkling like crystal, give the stream the well-deserved name of "Crystal Spring."

Its never-ceasing flow of absolutely pure water with a volume of 5,000,000 gallons per day, furnishes the residents of Roanoke with a supply of water adequate for the needs of a city of over twice its population, and of a quality which has no superior for drinking

and culinary purposes. The water from this spring is pumped direct to the City mains, and a fire hydrant pressure of eighty-five pounds in the business sections of the City is maintained. The water works are owned and operated by the Roanoke Gas and Water Company. It has over sixty-two miles of water mains, and is constantly adding to its system additional lines which are being built to meet the requirements of the City's rapid growth.

The main reservoir and an auxiliary lake contain at all times a reserve supply of over 5,000,000 of gallons.

The land surrounding the peak of Mill Mountain is owned by the Roanoke Gas and Water Company. The summit of this peak is 835 feet above the Roanoke River. An observatory seventy-nine feet high has

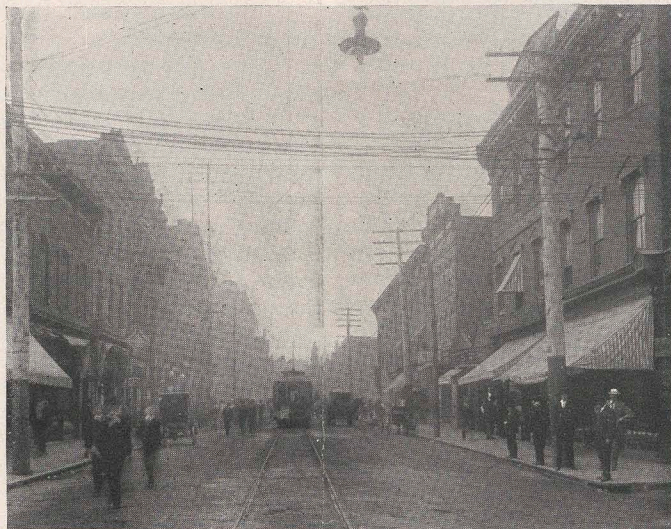
been erected, and a roadway built thereto. The ascent of Mill Mountain is frequently made, as a magnificent view of the beautiful Roanoke Valley for many miles east and west can be had from this point, including the Peaks of Otter.

The bird's-eye view of Roanoke shown in this booklet was taken from the top of Mill Mountain.

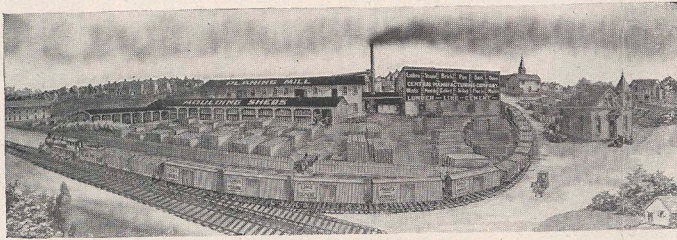
This Company also owns and operates a large gas plant supplied with all modern equipment, and furnishes its patrons with first-class illuminating and fuel gas, which is of a uniform standard of eighteen candle-power. The plant has recently been overhauled, and put in thorough repair, extensive additions having been made in order to accommodate the increased demand for its product. There are now thirty miles of gas mains in use, and constant additions are being made to the same, in order to keep pace with the demands occasioned by the almost phenomenal increase in the number of residences erected throughout the City within the past two years.

HOTEL FACILITIES

The advantages offered by Roanoke in the way of hotel accommodations, are exceptional.



Jefferson Street, Looking North



Central Manufacturing Co.'s Plant

The City contains seven comfortable and well-equipped hotels, viz.: The Hotel Roanoke, Ponce de Leon, St. James, Stratford, Park, Randolph and the Home, with transient rates ranging from \$1.50 to \$4.00 per day. These hotels are commodious and well kept, and are able to take care of a large volume of transient trade. State conventions of various kinds are held in Roanoke on account of the excellent hotel facilities. Few cities of the size of Roanoke are as well supplied in this particular.

Roanoke is headquarters for the General Offices of the Norfolk & Western Railway Company, operating 1,876 miles, not including double and side tracking.

The general shops of the Company, known as the Roanoke Machine Works, are located here, having been erected in 1882, and since 1896 have handled the bulk of the erecting and heavy repair work of the entire system.

This immense plant covers over sixty acres and gives employment to 2,500 men.

There is now in course of construction and nearing completion, a large foundry, 140 x 740 feet in size for the manufacture of wheels, soft iron castings and brass and bronze work. Also a new storage building 63 x 82 feet for paint stocks, etc., and an addition for storage of lime, salt, cement, etc., 53 x 139 feet in size, and an extension to the passenger car paint shop measuring 74 x 151 feet.

When these important improvements have been added to the Roanoke shops, they will admit of the employment of 1,500 additional men, and the building at Roanoke of a large portion of the rolling stock of the Company, which it has been necessary to purchase else-

where in the past on account of the lack of facilities for construction at this point.

During 1906 repairs were made at these works to 727 locomotives, 229 passenger coaches and 18,744 freight cars, besides the manufacture of heavy forgings, wheels, and castings of various kinds for other shops on the line.

The Company also operates at Roanoke a large frog and switch shop in which is built the Maintenance-of-Way equipment for the

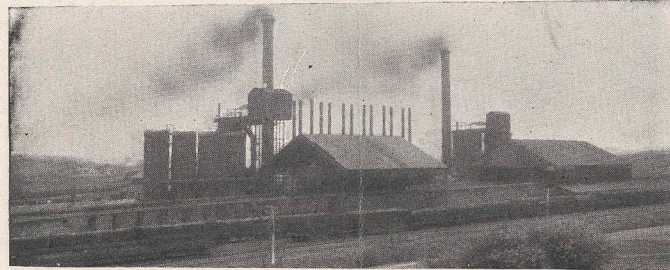
entire system.

The maximum yearly output of the huge new foundry will be 125,000 car wheels and 30,000,000 pounds of gray castings.

When all the contemplated improvements to the Roanoke Machine Works have been completed, the shops will be able to take care of not only the heavy repairs to the Company's equipment but will admit of the building of fifty standard locomotives and 2,500 freight and passenger cars per year.

These new buildings and the machinery installed therein have cost \$750,000.00. There have also

been just completed, two new classifying yards of large dimensions, and a new twenty-stall round house and machine shop at an outlay of over \$1,000,000.00. The Company's two general office buildings, one of which was erected during 1905, cost over \$250,000.00, and are model structures of their kind. There was also recently built at this point one of the handsomest and most commodious passenger



V. I. C. & Co.'s Twin Furnaces



Virginia Brewing Co.'s Plant

stations in the South, at a cost of \$125,000.00.

Attract of land located near the wholesale section of the City has been recently purchased by the Company at a cost of \$75,000.00 for the purpose of erecting thereon a new brick freight station, with team tracks for City business. When completed this will be perhaps the finest structure of its kind in the South. The General Office force consists of about 700 clerks and officials, and the total number of men employed in the Norfolk & Western shops, general offices and yards, including trainmen who make their homes in Roanoke will aggregate 5,000, and the amount of money paid this force monthly is nearly \$300,000.00.

The Company has recently added to its equipment 4,000 freight cars and 125 engines, and has just placed an order for 100 additional engines and 1,000 more freight cars.

Besides this, fifteen passenger locomotives of the Pacific type, twenty-five new passenger coaches, six cafe cars and ten baggage cars have been purchased in order to insure adequate transportation facilities for the rapidly increasing passenger traffic of the line.

It has been the well established policy of the Norfolk & Western Railway Company to attract and foster industries along the line of its road, and to grant to manufacturers and shippers located thereon the most reasonable freight rates that could possibly be made.

This wise and liberal policy has aided materially in the upbuilding of many towns and cities throughout the territory traversed by the road and has contributed in large measure to the expansion of business enterprises and the general development of the resources of Virginia.

The line of the Tidewater Railway, which is being constructed from the Kanawba River to Hampton Roads, passes through the corporate limits of Roanoke, this being the only city of importance touched by the road from the coal fields to the sea.

The tracks have already been laid through this section of the State, and when the line is completed it will open up a vast new territory throughout the Southwest, and will prove an important factor in the upbuilding of the commercial and industrial interests of this City.

The plans of the Company contemplate the establishment at this point of extensive yards and shops, Roanoke being the terminus of one of the divisions of the road.

THE PRESS

There are published in Roanoke three daily newspapers—*The Roanoke Times*, *The Evening World*, and

The Evening News—which rank among the foremost journals of the country. Their policy is broad, aggressive and just, and their columns reflect the spirit of advancement and education which pervades the entire community.

These papers have a large circulation, not only locally, but throughout the whole southwestern section of the State and the West Virginia Coal Fields.

The subject matter contained in their columns is well prepared, and the editorials are of a high character, denoting extreme care and in-

telligent thought. Roanoke realizes the strong influence which is wielded by the press, and is justly proud of the papers published within her borders.

The Roanoke Industrial and Agricultural Association which is chartered by the Legislature of Virginia, has held four most successful meetings.

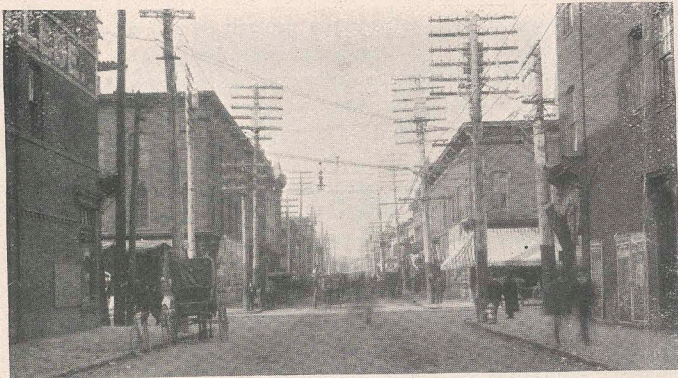
It owns about thirty-seven acres of land within the City limits, conveniently located on the electric car line.

The track is conceded to be the finest and fastest half-mile track in the South, and many race-horses are brought here for training.

The last annual meeting was held during the



Campbell Avenue, Looking West



Salem Avenue, Looking West

closing days of September, 1906, and the attendance on that occasion was over 50,000. Liberal purses and premiums are offered at each meeting; those paid at the last one amounting to \$12,000.00.

The exhibit of fine cattle was the best ever seen at a fair in Virginia, and contained not only entries from this and adjoining states, but included a number of herds which had competed for and received premiums at similar exhibits throughout America and Europe.

The exhibit of farm products was pronounced first-class in every particular, and filled the spacious building provided for that purpose.

The art exhibit was also commented upon as being especially meritorious, the entries in this department having been received from many sections.

The poultry exhibit also received many compliments.

The premiums offered are open for competition to all comers, and the management spares neither expense nor labor in keeping up the high standard which has characterized the several exhibitions held; endeavoring to make all meetings of special interest to visitors.

As Roanoke is located in the center of an extremely rich agricultural district, at the border of the famous blue-grass section of Virginia, where the finest breeds of cattle are raised, and is furthermore the industrial and commercial metropolis of the great Southwest, unusual opportunities are afforded for the concentration at this point of exhibits of all descriptions.

Accordingly, there is every reason for feeling confident that the Great Roanoke Fair is destined to become the most noted attraction of the kind in the South.

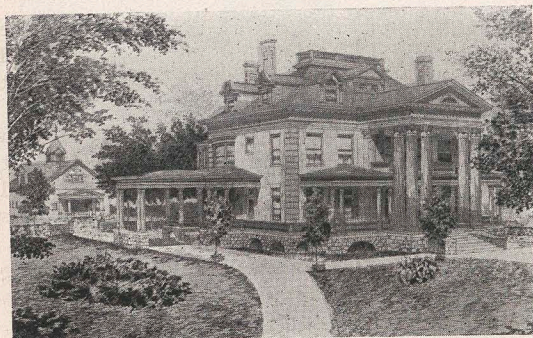
FARMING AND TRUCKING

Roanoke is fortunately situated in regard to its agricultural surroundings, being located as it is in the

center of the rich and fertile "Roanoke Valley." Contiguous thereto, and within easy reach, are the counties of Botetourt, Bedford, Franklin, Floyd and Montgomery, which, for diversity of soil and variety and volume of production, can not be surpassed in any section of the country. The soil as a rule is a rich, loamy, chocolate clay, on which can be grown an endless variety of crops. It is particularly adapted to the cultivation of wheat, Indian corn, hay, buckwheat, barley and rye, as well as vegetables of every description. Fruits of every variety flourish in this locality, and as a result the canning industry has grown to considerable proportions, a long experience in this business having demonstrated the large profits which

can be derived therefrom. It is estimated that in the counties immediately surrounding Roanoke there are located at least 500 canneries, Botetourt County alone having about 100. Some of the brands prepared by the canneries located in this section have gained a national reputation, being worthy competitors of the famous California packed goods. In recent years tests as to the adaptability of this soil to a variety of products have been made, with results that proved eminently satisfactory; consequently, thousands of acres of land which had heretofore been considered of small value have been put under cultivation, and have brought satisfactory returns.

There is one branch of farming which in the past history of this section, has been somewhat neglected, but which now is rapidly gaining ground, and that is, the business of sheep-raising. An impetus has been given this feature of farming through protective legislation for the sheep-raiser and the taxation of dogs, and there is no reason why this locality should not eventually become one of the leading sections of the



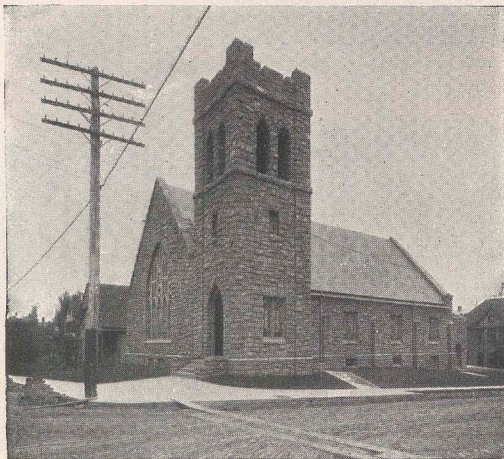
Private Residence



Ponce De Leon Hotel

State in this branch of farming industry. Along the slopes and mountain plateaus in every direction surrounding the City of Roanoke, may be found the finest pastures for sheep-grazing. Wherever the trees are cut, the fields cleared, and the rays of the sun are unobstructed, an indigenous, rich and succulent grass quickly springs up, and the whole surface eventually becomes a sod—a species of blue-grass, generally speaking, tenacious, of life, thriving under the most adverse conditions, and unexcelled in fattening qualities. To this extent does nature contribute to the business of sheep-raising, and with the short winters, sunny mountain slopes, and sheltered valleys, the business must eventually become to the Virginia farmer and stockman one of handsome profit.

The business of trucking and market gardening has also grown to be an important factor in the farming industry of the surrounding country. The unpre-



Second Presbyterian Church

cedented and continuous growth of the City of Roanoke has given a wonderful impetus to this business, and all kinds of vegetables and fruits which are brought to the Roanoke market find ready and profitable sale.

It is believed that no more profitable line of business, connected with farming, can be engaged in than that of raising fruits and vegetables for the Roanoke market, as a considerable portion of the supply is at present received from points at least twenty-five miles distant; the product being brought from the plateaus of Floyd and Franklin Counties by wagon.

The reputation of apples raised in this immediate locality has become international. The famous Bent Mountain Pippin is purchased extensively for export trade, its delicate flavor and fine keeping qualities making it an especially desirable fruit for long-distance shipment, as well as for home consumption. Within



High School

the past few years, thousands of acres of fruit trees chiefly apple and peach, have been planted. Thus it will be seen that fruit culture is rapidly developing. The business yields splendid profits, and promises to eventually become of great magnitude.

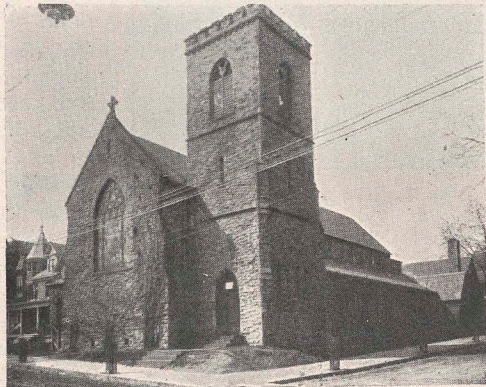
Another source of prosperity to our people is that of stock-raising. For many years the quality of cattle raised has gradually improved, on account of careful breeding and study of the business, until at present the class of cattle owned by our farmers compares favorably with that raised in any other section of the country.

All the principal farmhouses are in telephonic communication with each other, as well as with the City of Roanoke, and are also afforded the facilities of long-distance connection with other adjacent cities. The farmer purchasing land in the immediate vicinity of Roanoke, has not only the certain assurance of a first-class market at all times for the product of his

farm, but the further important advantage of being able to purchase from the Roanoke merchants all farming implements and commodities at prices which will compare favorably with those prevailing in any other section of the country.

MARKET FACILITIES

The market facilities afforded the residents of Roanoke consist of the City Market House, which is situated in a large space known as 'Market Square,' and the handsome building recently erected by a private corporation, and known as the Randolph Market. This imposing and commodious structure is constructed throughout of reinforced concrete, contains elevators, refrigerating facilities, and is equipped with modern appliances of every description.



St. John's Church

COAL

Castner, Curran and Bullitt, of Philadelphia, Pa., Sole Agents, "C. C. B. Pocahontas Smokeless Coal," have here a branch office, and this office has general supervision over the sales of the "C. C. B. Pocahontas Coal" for the States of Virginia, West Virginia, North and South Carolina, and Georgia. This famous coal has a reputation not only through the states mentioned, but is used largely by the United States Government; also by railroads, steamship companies, cotton mills, and other manufacturing plants all over the country. The product of the mines which sell their output through this agency aggregates from 4,000,000 to 5,000,000 gross tons per annum. This coal contains an unusually high percentage of fixed carbon and low percentage of ash, and is used largely for domestic purposes in grates and furnaces.



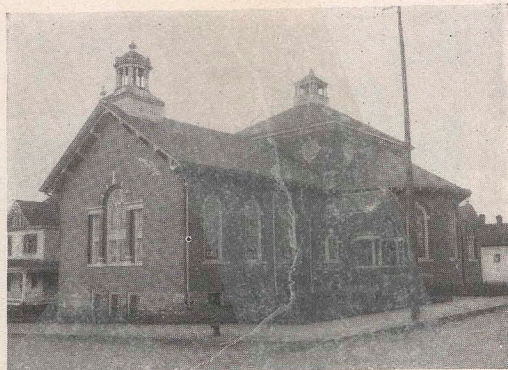
Private Residences

The Hull Coal & Coke Company have their headquarters in this City, and own half a dozen extensive operations in the West Virginia coal fields. The product of these mines is sold under the copyrighted name of "Red Jacket," and its peculiar excellence is widely known, the coal being remarkable for purity and heating power. It is sold over an extensive territory, and has the highest market standing wherever it is used, the trade for this coal extending to Michigan, northern Indiana, and in fact, as far North as Canada. The coal and coke tonnage handled yearly by the Hull Coal and Coke Company reaches about 2,000,000 tons.

MISCELLANEOUS

Post-Office receipts:

1903.....	\$54,525.97
1904.....	62,945.13
1905.....	73,777.02
1906.....	87,805.53



Trinity Church

The number of passengers purchasing tickets at Roanoke and the number of tickets sold to this point during the past two fiscal years by the Norfolk & Western Railway Company, are as follows:

1905—Passengers to Roanoke.....	141,045
1905—Passengers from Roanoke.....	140,783
1906—Passengers to Roanoke.....	173,237
1906—Passengers from Roanoke.....	171,561

The tons of freight shipped to this City, and the tons sent from Roanoke are as follows for the past two fiscal years:

1905—Tons to Roanoke.....	215,623
1905—Tons from Roanoke.....	75,942
1906—Tons to Roanoke.....	642,132
1906—Tons from Roanoke.....	128,925

CHAMBER OF COMMERCE

In January, 1904, the Chamber of Commerce of this City was organized, the old Board of Trade, and the Merchants and Manufacturers Association merging into the new organizations.

It is composed of the leading business and professional men of the City, and the systematic work which it has conducted has given a strong impetus to the material development of Roanoke and the advancement of her business interests.

Many matters of prime civic and industrial importance have been brought to a successful termination through the instrumentality of this organization, the influence of its forceful and intelligent policy being stamped upon every feature of the City's development.

The people of Roanoke are noted for their high feeling of civic pride and strong sense of municipal loyalty, and are quick to participate in any move-



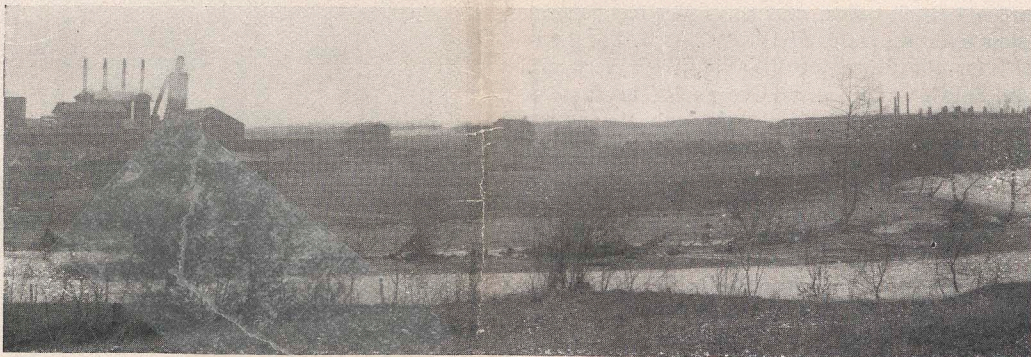
J. H. Marsteller's Marble Works

ment which conserves the public welfare; believing that whatever tends to the betterment of general conditions will be shared in by every citizen, whether he be engaged in commercial pursuits, the practice of a profession or is employed as an artisan.

This broad policy of commercial coöperation, mutual help and concentration of purpose is the

"Roanoke Spirit," which has established her fame as a place richly endowed with all that contributes to make a people proud of the city of their abode.

With her magnificent record of past achievements, Roanoke stands before the world today, a queenly municipality, conscious of her many natural advantages, pulsating with pluck and virility, crowned with her well-earned prestige as a City of Enterprise, Energy and Progress, and destined to become one of the most important manufacturing and trade centers of the South.



West End Furnaces and Rolling Mill