

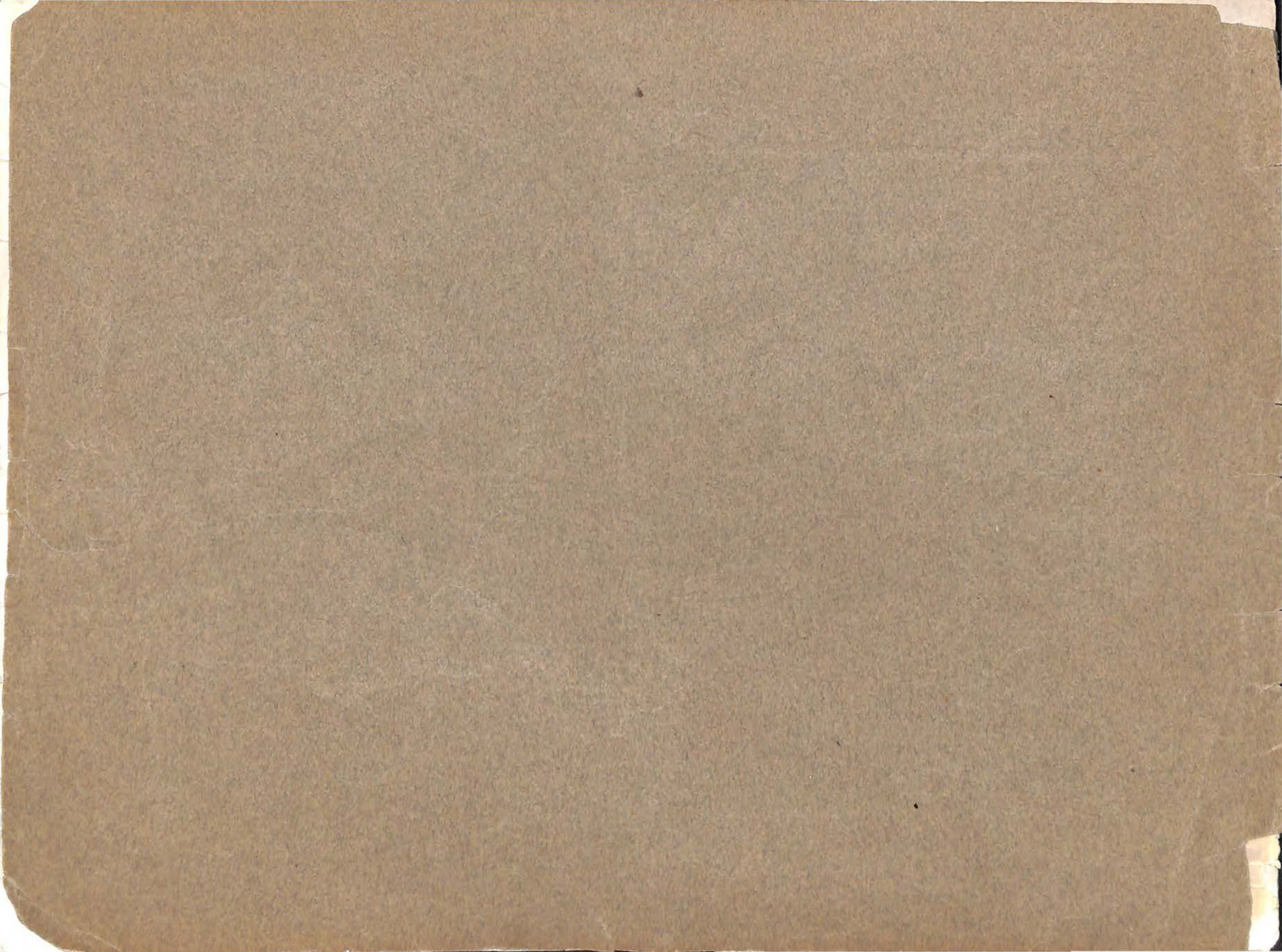
Illustrated Story

of

Roanoke

The "Magic City"

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ROANOKE VIRGINIA

"Acorn to Oak, Watch Roanoke"

**A City of Wonderful Prosperity and Unlimited Resources, Ideal for Business and Residence;
Home of 34,874 Happy and Contented People. Third City in Virginia, according
to 1910 Government Census—Gain of 62.2 per cent. in Ten Years**

THE STORY of the rise of this great city to its present prominent standing among the leading and important municipalities of the South reads more like romance than reality. But "truth is stranger than fiction." The city has grown as if by the touch of magic, and is thus called the "MAGIC CITY." ROANOKE has ever been the key to success for every one, and it remains that key to-day and will ever continue. The greatness of ROANOKE seems to have been foreordained by the forces of nature; the fates have conspired to make it the greatest of all cities in this part of the world, and give men and women a place to live and prosper and be happy. No city of its class can approach it in grandeur, in wealth, in beauty, in peace, in plenty. And as to its age, it is young, vigorous, and strong.

IN the early stage-coach days, the village was known as "Big Lick," although it was officially designated as Gainsboro, a stage station on the Lynchburg and Salem turnpike. The name was changed to ROANOKE (same as the county) February 3d, 1882, by act of State Legislature, and thus ROANOKE began her marvelous history with a population of four hundred inhabitants, and her rapid growth is as follows:

Date	Population
1882	400
1884	5,000
1890	16,159
1900	21,495
1910	34,874

INCLUDING the immediate suburbs, the population exceeds 40,000. And right here we suggest that you keep your eye on ROANOKE and watch the City grow to 75,000 by 1920.

THE daily papers, magazines and other publications are constantly proclaiming the story of the rapid growth and magnificence of some of those remotely located cities of the far West. But right here at home is ROANOKE—grand and glorious ROANOKE, with a wonderful record of substantial growth, the equal of any municipality on the American Continent. This young giant and rapidly developing Magic City invites comparison with any city of her class that you can name. The farming, fruit growing, dairying, lumbering, mining, wholesale, and manufacturing interests of ROANOKE are unexcelled. The soil is bounteous, the mountains full of precious gifts. ROANOKE counts much on her smokestacks and railroads, churches, schools, and colleges, beautiful homes and elegant society.

THE following comparative table shows what ROANOKE is doing:

Year	1900	1910
Population	21,495	34,874
Bank Capital	\$ 200,000	\$ 1,250,000
Bank Deposits	\$1,288,043	\$ 5,690,481
Postal Receipts	\$ 38,000	\$ 124,000
Manufacturers	\$5,709,000	\$16,000,000
Industrial Wages	\$1,175,000	\$ 6,960,000
Employees	2,700	11,748
Miles Trolley	18	29
Miles Paving	7	60
Miles Sewers	17	45
Telephones	1,100	2,800

THE altitude of the City is nine hundred feet above sea level. It 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. The environments of the City—a combination of charming, fertile valleys and mountains clear-cut against a Virginia-blue sky—are exceptionally beautiful and inspiring.

AS to the healthfulness of this locality, it is only necessary to state that the death rate is but fourteen per 1,000 total, or eleven per 1,000 white, which places the City among the very healthiest. The water supply of ROANOKE is one of the greatest blessings, and from the standpoint of health cannot be over estimated. Out of the solid rock at the base of famous old Mill Mountain, a spur of the Blue Ridge, about one mile from center of City, bursts forth the 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. The temperature of the water is fifty-two degrees. Besides this never-failing supply of water, unsurpassed for drinking and culinary purposes, a free-stone water is piped from Bedford 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 noted mineral springs of Virginia, the curative properties of which are renowned throughout the world. Among these are the Blue Ridge Springs, Coyner's Springs, Craig Healing Springs, Yellow Sulphur, Alleghany Springs, White Sulphur, Crocketts, Roanoke Red Sulphur, Hot Springs, Warm Springs, and Greenbrier White Sulphur.

ROANOKE has a number of pretty parks, one on Mill Mountain, overlooking the City and valleys for many miles in all directions. The Incline Railway which ascends to the top of the mountain, one thousand feet above the City, is now the most attractive among the many points of interest in the City. This great incline was built and completed during the past year. It starts from Crystal Spring, at the foot of the Mountain; the car begins its ascent on a moderate grade, but after it has gone a hundred yards, its prow turns gradually upward until it begins to look as if it contemplated a perpendicular ascent. Two cars are operated. They start simultaneously, one ascending and the other descending. The capacity of each car is sixty people. No one can say he has seen ROANOKE until he has made this trip. There is a fine hotel on top of the mountain and splendid meals are served, and anything from a sandwich to a most elaborate dinner can be had. In the tower is a searchlight—one of the very largest in use; also field glasses for the use of visitors.

ROANOKE has many handsome churches, representing all denominations. There are also thriving Central and Railroad Young Men's Christian Associations and missions.

The schools of ROANOKE are among the best. There are nine modern public school buildings—eight thousand pupils and one hundred and thirty teachers. Other educational institutions in or near ROANOKE are: Virginia Col-

lege and Hollins Institute, both for girls; Roanoke College, for boys and girls; St. Andrew's Academy (Catholic), and two business colleges.

ROANOKE has theaters equal to any in the South; clubs and lodges; magnificent Elks' Home, country club, state league baseball, and best fair in Dixie; and ROANOKE is the midway point on the National Highway from New York to Atlanta.

ROANOKE has many handsome and attractive homes, equal to those of any city. Roanokers live well and cheap. The City is one of the greatest marketing places in the South; the food stuffs are fresh, brought in daily from fine farms.

THIS City has superior railroad advantages, having an outlet to all points north, south, east and west. This is the home of the Norfolk and Western System—their general offices, railroad shops and round houses, in addition to many miles of trackage, being located here. This gives employment to a great number of officials, clerks, and skilled mechanics, their monthly pay roll exceeding at times one hundred and thirty thousand dollars. The fast trains from New York to New Orleans pass through ROANOKE, and this service is most excellent. The immense tonnage of coal from the famous Pocahontas fields all passes through ROANOKE en route to the coal wharfs at Norfolk and Newport News. ROANOKE also has a favored freight rate, having a five cents per hundred better rate than most of the shipping points in Virginia along her different lines of road. This accounts for the excellent and progressive wholesale and manufacturing industries within her borders. The Virginian, recently completed from Norfolk to Deepwater, W. Va., passes directly through ROANOKE on her southern border. Although this road is scarcely completed, the tonnage is already immense, and the passenger service is high class, having excellent accommodations and fast schedules.

ROANOKE is steadily increasing in importance as a distributing center for all classes of merchandise and manufactured articles. There are many firms operating in all lines of business, and the aggregate sales annually amount to millions of dollars. The many traveling salesmen cover the territory of the Virginias, Carolinas, Tennessee, Kentucky and other states. ROANOKE eliminates high manufacturing costs because it has practically inexhaustible raw materials at her immediate command; excellent locations for factory sites, cheap power and fuel, cheap labor, and unlimited distributing territory from every point along her lines of railroad.

ROANOKE has a fine street car system, electric and gas lighting plants, excellent 'phone service, three daily newspapers, two telegraph and two express companies, a number of modern hotels, three hospitals, and ample police and fire protection. The City has four large National Banks and three Trust Companies, furnishing ample capital for its numerous industries.

ROANOKE is indeed a wonderful City. She is fully abreast of the times and has a bright future. The official slogan of the City is "ACORN TO OAK, WATCH ROANOKE."



ROANOKE FURNITURE COMPANY, CHURCH AVENUE

ROANOKE FURNITURE COMPANY, INC.—Furniture, general house furnishings, pianos, and organs, 15-17 Church Avenue West. The City of ROANOKE is undoubtedly one of the most important centers in Virginia for the trade in all goods pertaining to house furnishings, and a number of first-class firms are in successful operation here. The Roanoke Furniture Company began business three years ago, and almost immediately wonderful success crowned the efforts of the promoters, and their business has rapidly forged ahead until to-day the house stands in the very foremost ranks of the trade, and the business is growing by leaps and bounds. The Company was reorganized in June of this year and the capital doubled, and since February 1st, 1910, has occupied its present building, which is fifty by one hundred feet in dimensions and contains four floors. One of the most striking features of the establishment is the big electric sign, which was erected at a cost of one thousand dollars and flashes one thousand brilliant electric bulbs that can be seen at a great distance. This great sign extends fully across the top of the building, fifty feet, and is thirty feet high. This shows that the Company is not afraid to spend money. They are believers in publicity. It is also a demonstration of the fact that the Company is already a success and simply doing an enormous business, or such an expenditure would not be justified. That the Company is doing such an immense business is also a demonstration of the fact that they have the goods at the right prices and make the most liberal terms. This is simply the whole story.

Their piano department is second to none, and here we find on display in their elegant show rooms the famous and reliable productions, Steinway, Kranich & Bach, Blasius & Son, Becker Bros., Cable-Nelson, and Keller & Dunham, where beauty of style, tone, artistic finish, and workmanship reign supreme. Mr. H. B. Hash, the President, prominently identified with the business, having had long experience as a salesman in this line, has placed the piano department of this progressive house in the front ranks in this territory, and we strongly advise a thorough inspection of their piano department before buying elsewhere. The officers of the Company are, H. B. Hash, President, who for the past ten years has been identified with the sale of pianos in the City; J. W. Harsh, Vice President, a well-known resident and man of affairs; Jno. E. Buck, Secretary, who has resided in the City for the past six years and has been identified with the furniture industry; and S. M. Cornett, Jr., Treasurer and General Manager. Mr. Cornett comes from the beautiful blue-grass section of Southwest Virginia and is regarded as one of the most popular, prominent, and successful merchants and financiers in this section. Since his connection with this Company, the business has taken on new life and the future of the business is, indeed, very bright. All the members of the concern believe firmly in the future success of ROANOKE, are working energetically to satisfy the increasing demands of their customers, and are enthusiastic in forging ahead to help make the City seventy-five thousand by 1920.

THE BAYLOR COMPANY, INC.—Ladies' and children's suits, coats, skirts, and furs, 33 Campbell Avenue West. Among the business of premier rank in ROANOKE, a prominent place is held by the store of the Baylor Company, which stands foremost among the stores of this character. It is more generally known as the "Ladies' Ready-to-Wear Store." The interior is handsomely furnished, while the general stock is unsurpassed for its high quality and latest styles. It is tastefully arranged, and the establishment throughout presents a most attractive and enticing appearance to the visitor. Mr. R. J. Baldwin, President and General Manager of the Company, is most ably directing the business. He has a perfect knowledge of the requirements of the high-class trade, and there is no need for the ladies of ROANOKE to look further than this store to obtain any desired garment that is in good style and of good material. The most exacting and fastidious purchaser is sure to find something to her taste. Mr. Baldwin always buys the best, and the business from the very first has grown rapidly. The present indications point to a future growth and success far surpassing that of any previous years since the house was established. No store in the City shows a record of more substantial and unbroken progress.

ENGLEBY & BROTHER COMPANY—Manufacturers of tin and sheet iron ware, plumbers, and dealers in stoves, ranges, and furnaces, contractors for heating by hot air, steam, and hot water. This is a great concern, and has been established for the past twenty-eight years, now giving employment to seventy-five people in the various departments, and successfully executing many contracts throughout a large section of the Virginias. The management is under the personal supervision of Jos. T. Engleby, President; John Engleby, Vice President and Treasurer; both of whom are experts in sanitary plumbing and all systems of heating, no job being too large for them to handle. Their offices and sales-rooms are at 15 and 17 Salem Avenue West, and factory at 16 and 18 Norfolk Avenue West. The Company handles the Excelsior and Farmer Girl cook stoves, the Great Majestic malleable range, American Radiator Company's Ideal steam and water heaters, the celebrated Furman boilers, and a variety of general household sundries. This is, indeed, a most successful business house, and is highly important as one of the industrial concerns of ROANOKE, which is doing a great deal towards giving this City a reputation as a wholesale and manufacturing center.

MILLER & FRANTZ—Real estate brokers, 7 Campbell Avenue West. A firm of experts in the realty line, with long experience, thorough familiarity with values, wide acquaintance and favorably known. Buy, sell, and exchange city, suburban, and country properties of all kinds, and negotiate loans on approved real estate security. The members of this firm are J. W. C. Miller and J. H. Frantz, long-time residents of the City, who give careful and personal attention to all business which comes to their well-equipped offices, located in the heart of the City. They are "stand-patters" for ROANOKE—a city of enterprise, energy, and progress, where life is worth living, and always have the facts and figures to back their statements, of which the following are a few that stand for the supremacy of the "Magic City": Ideal location, the gateway and metropolis of Southwest Virginia and the West Virginia coal fields; altitude 907 feet; magnificent scenery; 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 degrees; rainfall 44 inches; death rate among white population only 14 per 1,000; never-failing supply of pure spring water, clear as crystal; low tax rate—only \$1.60 total on \$100 of assessed valuation; excellent schools; numerous churches, all denominations; center of rich agricultural district; excellent market for all farm products.

BRAXMAN—Ladies' tailor, 112 Campbell Avenue West. This gentleman possesses undoubted ability as a designer and maker of ladies' garments. He has had thirteen years' experience and has been associated with some of the most famous ladies' tailoring establishments in the great cities of New York, Philadelphia, and Boston. Therefore, it goes without saying that he is an expert. Since establishing his business in ROANOKE two years ago, he has gained the patronage of the best dressed and most fashionable ladies in the City. He makes a close study of fashions, keeping in touch with all the latest ideas, and no garment ever leaves his place that is not in strict accord with what is being worn in the great fashion centers of the world. He carries a select line of the richest and finest goods, including the latest weaves and fabrics. He employs a number of fine and expert tailors. Mr. Braxman is one of the best men in the business and is worthy of patronage. Satisfaction is fully guaranteed.

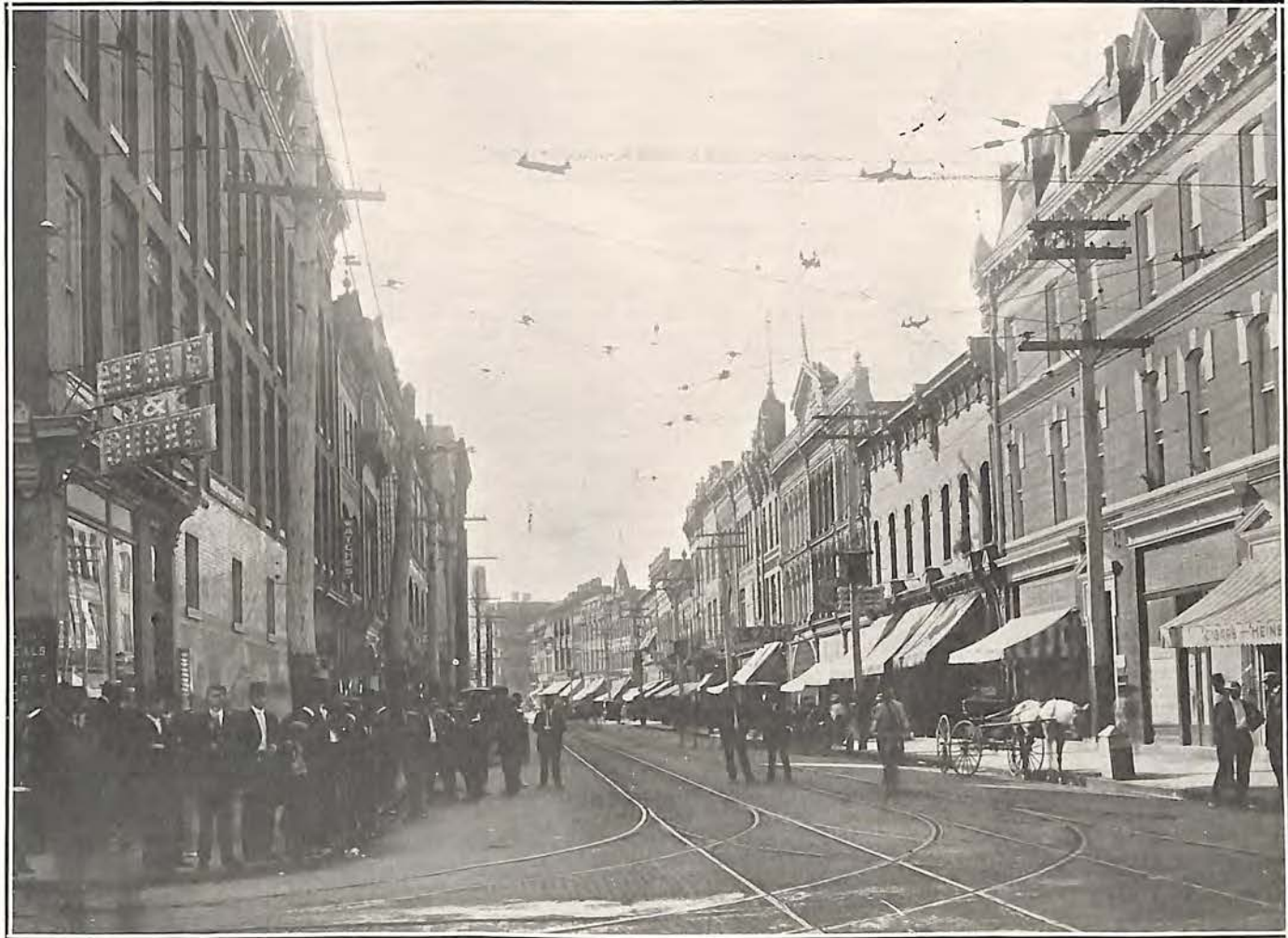
VIRGINIA LUMBER MANUFACTURING COMPANY, INC.—Manufacturers of high-grade mill work and hardwood lumber, builders' supplies, mill and office on Salem Avenue and Roanoke Street, 'phone 582. This is one of the truly big enterprises of ROANOKE, and has always been closely identified with the material growth and development of the City. Conveniently located, with unexcelled facilities for handling their products, and a physical equipment that is as perfect as modern mechanical thought can make it, the Virginia Lumber Manufacturing Company produces a line of planing mill products which have gained a wide recognition throughout this entire section for general excellence of manufacture and superior quality of material used. An immense business is transacted, necessitating the services of forty people, all well paid and happy. This concern is well established and the business is growing. Mr. J. H. Yost, the general manager, directs the affairs of the Company along advanced lines, is always pleasant, glad any time of the opportunity of furnishing estimates, and still more glad to fill the orders.

W. L. SHIELDS—Millinery, 107 West Campbell Avenue. There are numerous reliable and responsible millinery houses in ROANOKE, and that of W. L. Shields is among the most prominent. The business was established in March, 1902, and since that time, its name and reputation for splendid goods, the latest fashions, and extremely low prices have become known far and near. This millinery parlor presents a very attractive appearance. The proprietors, Mr. and Mrs. W. L. Shields, have the most excellent taste and judgment, and the stock is selected with the greatest care and attention. A beautiful display of fine, stylish, and up-to-date millinery meets the eye on entering the place, and the assortment is of such a variety that no one, not even the most critical, need find any difficulty in obtaining just what is most desired. Mr. and Mrs. Shields enjoy a standing of the highest, and are deeply interested in the movement to make ROANOKE grow to a population of seventy-five thousand by 1920.

McGEE'S PHARMACY—Corner Campbell Avenue and Henry Street. This is a very popular pharmacy, and is owned and presided over by a gentleman of the very highest standing in the pharmaceutical profession, in the person of Mr. S. S. McGee, and it can safely be said that no member of the profession has higher qualifications for the preparation and dispensing of medicines than he. This store is patronized by the leading medical practitioners of the City, who highly recommend the place for the purity of the drugs and the care and accuracy shown in the compounding of prescriptions. Mr. McGee is a native of Virginia, has had fourteen years' experience as a pharmacist, and has been established in ROANOKE for eight years. He gives his personal attention to the management of the business and is meeting with success, having a large and growing patronage. Mr. McGee is deeply interested in ROANOKE and hopes to see the City grow to seventy-five thousand by 1920.

K. W. GREEN—Jeweler. 10 West Campbell Avenue. This house has attained a notable reputation for the handling of products of an unusually high quality. It has been established for eighteen years, and is, therefore, one of the pioneer commercial establishments of ROANOKE. The store is indeed very handsome in its interior arrangements, and no house in the whole South is more firmly established in the confidence of the people, or carries a finer line of diamonds, watches, jewelry, silverware, cut glass, painted china, etc. The stock at all times comprehends the rarest styles and designs. The stock of loose diamonds and other precious stones is quite extensive and complete. As a leader in the trade for many years past, the business of the house still continues to increase in volume. Mr. K. W. Green has had more than thirty years' practical experience as a jeweler, and he has a perfect knowledge of the business. The store also has a complete optical department in connection in charge of one of the most competent and reliable opticians in the South. Mr. Green extends a cordial welcome to visitors as well as home trade, and the many beautiful articles of interest on display may be viewed with the same freedom as in a museum without incurring any obligation to purchase.

O. H. GOAD—Tobacco, cigars, fruits, etc. Newspapers and periodicals. No. 11 Campbell Avenue West. This is one of the widely known, and among the substantial and liberally patronized houses in ROANOKE. Mr. Goad has been established for a number of years, and his place has really become the headquarters for first-class goods in this line. He handles one of the most perfect lines of cigars in the City, as well as some of the most popular brands of tobacco, the choicest fruits and the leading newspapers and periodicals. At the soda fountain all the popular and delightful drinks of the season are served. Mr. Goad has eminently succeeded in pleasing the trade, and by his kind and courteous manner he has made many friends as well as customers. Mr. Goad is a gentleman of high standing in the community, and he hopes and desires to see the City grow to a population of 75,000 in 1920.



Campbell Avenue, West from Jefferson Street

CHAS. A. BALL COMPANY—Real estate brokers, city, farm, timber, and coal properties. Office, 5 West Campbell Avenue. In no city of the Union are the real estate interests represented by more able, wide-awake, and reliable business men than in ROANOKE, and this applies very forcibly to the firm of Chas. A. Ball Company, which has been established for a number of years, and is one that has been instrumental in creating many notable transactions. The firm deals in all kinds of real estate and has a fine list of property for sale at favorable prices. Their

references include the National Exchange Bank and the First National Bank. The firm is ready and willing at all times to answer questions regarding values and the advantages which ROANOKE and Virginia have to offer to investors and homeseekers. The firm has always had the best interests of the City at heart, and strives hard to advance its commercial and industrial prosperity. They recently consummated one of the largest deals ever made in ROANOKE, involving several hundred thousand dollars.

E. WILE—The One Price Clothier. This is one of the most centrally located and highly prosperous and successful clothing houses of ROANOKE. The location is at the corner of Campbell Avenue and Jefferson Street, and the business has been established for the past fourteen years. The patronage is among the best-dressed gentlemen of the community. Only goods of high quality are carried and the one-price system prevails, and, therefore, the place has a reputation for being strictly reliable, and money refunded if not perfectly satisfactory. Here we find a handsome display of clothing, furnishing goods, hats, suitcases, and traveling bags. Mr. Wile is one of the prominent merchants of ROANOKE and is doing all he can for the upbuilding of the community.

THE GRAY SHOE STORE—This great shoe house stands among the leaders engaged in the trade. It was established four years ago and the business has been a success from the very first day. The store is located at 110 South Jefferson Street, and Mr. Marq Gray is the proprietor, and this name associated with the purchase of a shoe is an absolute guarantee of quality and satisfaction. This store makes fine footwear a specialty, and the stock carried is exceedingly large, being up to date and fashionable and obtained from the best known factories. The general line includes shoes, hosiery, trunks, suitcases, and umbrellas. The store is handsomely appointed with all the latest modern conveniences. Mr. Marq Gray is one of the best known young business men of ROANOKE and is a gentleman of high standing in business and social circles. He is a decided success in business and makes the interests of his patrons a first consideration.

WEISEL CIGAR COMPANY—Magazines and tobaccos. All the leading brands of famous cigars. This place is located at 102 South Jefferson. It was established in September, 1909, and the opening day was a notable event, and the business has prospered from that very first day down to the present time and is still growing at a rapid pace. The proprietor is Mr. Samuel Weisel and the manager is Mr. H. A. Weisel, both young men, and came here about a year ago from Norfolk, Virginia. They have made many friends and patrons and are gentlemen of most excellent standing. They are in the business to please and satisfy, and their future prospects are very bright. They invite you to make their store your headquarters for goods in their line.

DAVIDSON TAILORING COMPANY—This business is located at 102½ South Jefferson Street, opposite the new and handsome First National Bank skyscraper. The Company was recently established, but it has already forged its way to the very front ranks of the trade. Mr. J. Davidson is the proprietor. He is a popular, well-known, and enterprising young man and has made this City his home for the past five years. He came here from Providence, Rhode Island. He thoroughly understands the requirements of patrons. He makes a thorough study of styles and conducts his business according to the very latest ideas. His patronage is growing daily and we also find that his patrons include the best gentlemen in ROANOKE. If you care for style and fit as well as quality of material, be sure and go to the Davidson Tailoring Company. Here you will find a magnificent display of the latest styles in suitings, vestings, overcoatings, etc. He is sole agent for the celebrated and well-known firm of Isaac Hamburger & Sons, Baltimore, Maryland.

ECONOMYS BROS.—Manufacturing confectioners and ice cream. Dealers in fruits, candies, and ices. This great business has been established for the past seven years. It has become a leader in the trade and the products are standard—guaranteed to be absolutely pure. The business of the firm continues to increase. The store is beautifully equipped, having a strictly up-to-date and modern soda fountain and all the best drinks of the season are served. The choicest and best fruits on the market are always on display. The place is located at 106 South Jefferson Street, and Mr. Economy is always to be found there, personally looking after the interests of his customers. His prices are the lowest, goods the best, and service prompt. This is a good place to buy first-class candies, fruits, and ices.

W. E. WOLFENDEN ELECTRIC COMPANY—Engineering and contracting. Complete light and power plants installed. Dealers in everything electrical. Office and salesroom, 130 Campbell Avenue West. There is no line of commercial and industrial endeavor that requires the preparation, skill, and technical knowledge essential to the successful carrying on of the business as does that of the electrical contractor. One of the active, most thoroughly competent, and most favorably known men in this line is Mr. W. E. Wolfenden, who is proprietor of the great Company that heads this article. He has been established here for some ten years, and has built up a trade and a reputation second to none. He represents and promotes every phase of the electrical industry from the small job of electric wiring to the installation of complete electrical plants. Mr. Wolfenden thoroughly understands the scientific side of his profession as well as the practical, and this fact combined with his straightforward business methods has brought him success. He employs a large number of competent electricians and all work is promptly executed.

McNEACE SHOE COMPANY—Dealers in men's, women's, and children's shoes. This store is located at 14 East Campbell Avenue, and is worthy of notice in this industrial review as one of the most attractive and reliable shoe stores in ROANOKE. Business has been established for the past three and a half years, and since the opening day, has been a popular and well patronized house. Mr. W. M. McNeace is the managing proprietor. He has a perfect knowledge of the shoe business and is giving entire satisfaction to his many patrons. The stock is most complete, comprising a full line of men's, women's, and children's shoes of the best makes, and the shoes purchased of this store are always a little later in style, a little more fashionable in appearance, a little better finished and easier fitting. If you want the best wearing shoes, buy of this Company. Mr. W. M. McNeace, the Manager, and Mr. C. V. Smith, who is also a member of the Company, are great believers in the future of ROANOKE and always have a good word for the City.

HUTSON'S—Fine diamonds, fashionable jewelry, perfect timepieces, handsome silverware, fancy china, umbrellas, etc. This is one of the highly popular stores of ROANOKE and is well established. It is located at 23½ West Campbell Avenue, and the patronage is among the best class of people in this City and vicinity. The store is beautifully located in the very heart of the business district of ROANOKE, on that handsome retail thoroughfare, Campbell Avenue. Mrs. Nellie M. Hutson is the proprietress, and she is ably directing the enterprise. She is a lady of most excellent standing in social and business circles, and she is, indeed, very proud of the success which she has had in her business career. She invites the public to inspect her handsome stock, which is to-day more complete than ever before. She is patriotic and even loves the very name of ROANOKE, and never loses an opportunity to speak a good word for this ever-growing and rapidly developing good and beautiful City.

"THE FRENCH SHOP"—Corhan Brothers, Proprietors. This is positively the greatest store of its kind in this part of the country, and all ROANOKE should be proud of the institution. It is located at 104 West Campbell Avenue, and the business is well established. The place is headquarters for real imported gowns, trimmed with hand-made laces and hand embroidery, waists, lingerie, millinery, and real laces. A specialty is made of fine linen. There is always something new being shown here all the time, as the Corhan Brothers closely study the business and the styles, and as soon as something new comes out you will find it almost immediately in their fine and most exquisite stock at the "French Shop." This store is headquarters for the most elegantly dressed ladies of ROANOKE. Anything you purchase at the "French Shop" is sure to be in style and the correct thing. The Corhan Brothers also carry extensive stocks at Miami, Florida, and Hot Springs, Virginia, and Mackinac Island, Michigan, in season. This is, indeed, an elegant establishment, and is worthy of patronage of the best ladies in the land. Corhan Brothers are reliable and honorable in their dealings and always tell the truth as regards their goods.

PACE BROTHERS—Real estate, rentals, fire insurance, and loans. "At the old stand," 104 South Jefferson Street, opposite new First National Bank building, 'phone 363, post-office box 222. With the bright outlook that ROANOKE enjoys, investments in City property, at the present time, cannot but prove a most valuable medium for investors. Prominently engaged in the real estate business here is the firm of Pace Brothers, established for some twenty years. Their list of property is probably the largest in ROANOKE. They have bargains in all sections, and some of the most valuable property in the community is under their management. They transact a general real estate business, and are also large owners. The members of the firm are Messrs. M. B. Pace and E. C. Pace, both well-known and responsible business men, widely conversant in all matters relating to real estate, and are men in whom the utmost confidence may be placed. They will be pleased to reply to all inquiries, and will take pleasure in giving callers or correspondents full particulars with regard to ROANOKE and vicinity. See Pace Brothers, 104 South Jefferson Street.

A. SCHLOSS & CO.—One-price clothiers, hatters and gents' furnishers. This great new and up-to-date store of the old established firm of A. Schloss & Co., is an ornament to the City, for it represents the true spirit upon which the City's prosperity, and advancement has been erected. The store is strictly up to date in every particular, and from the big show windows at the front to the dressing apartments in the rear, the place presents an appearance that makes the heart of any up-to-date dresser glad. The stock is not only immense but it contains clothes that are reliable in every fiber, and are exactly as they are represented to be. The house has been established so long as leaders that it is almost a proverb in Roanoke now that they sell the best clothing at the lowest prices. The line of hats and gents' furnishing goods is complete in every detail, and contains the very latest and most approved styles. Mr. A. Schloss is the able and enterprising manager of the business, and he is counted among the most progressive and hustling young business men in ROANOKE.



Jefferson Street, South from Salem Avenue

ROANOKE SHOE COMPANY—Wm. Paxton, Proprietor. 13 South Jefferson Street, and No. 5 Salem Avenue West. All cities are judged by their progressive business houses, and Mr. William Paxton, the successful proprietor of the Roanoke Shoe Company, is certainly entitled to credit in ROANOKE for establishing a name high in the ranks of the trade. He embarked in the shoe business here about five years ago, having purchased this old business which has been in existence ever since the commencement of ROANOKE. Mr. Paxton has greatly

increased the patronage of the house, and by his untiring efforts and honest dealing he has gained a reputation that is indeed enviable. He keeps thoroughly posted and abreast of the times and gladly gives his customers the benefit of his knowledge and experience. He buys from the best houses and, therefore, caters to the best trade. He carries a full line of all high-grade footwear. Also trunks and valises. Mr. Paxton is a native of Rockbridge County, Virginia. He is a young man of high standing in social and commercial circles.

JOHNSON & JOHNSON—Pharmacists. Corner Jefferson Street and Salem Avenue Southwest. The history of this house is interwoven with that of the City, dating back to the pioneer days of 1882, when ROANOKE had a population of less than 1,000 souls. The store has grown unceasingly, and to-day it occupies one of the most prominent corners in the very heart of the City. The store has always been the home of strictly pure drugs, and reliable remedies of merit. The general stock is most complete, comprising all sundries, sick room requisites and hospital supplies, such as are found in a strictly first-class drug store. The prescription department receives special attention, and all prescriptions are accurately compounded from the purest drugs and doubly checked. They also carry a fine line of cigars, and the soda fountain is most liberally patronized. The members of the firm are Messrs. J. C. Johnson and T. W. Johnson, men who enjoy the high esteem of every citizen. They are prominent in professional and social circles, and have great faith in the future prosperity of ROANOKE, and think the City has before it a future the equal of its brilliant past.

JOHN C. BRADY & SONS—Liquor dealers and Bismarck Café. The mail order department is especially large. This house is known as THE HUB FAMILY LIQUOR STORE, and its reputation stands second to none. The trade of the house covers the Virginias, Carolinas and Tennessee. The reason why this company does such a great business is the fact that the stock is not only the largest but also contains all the famous brands of imported and domestic goods demanded by the trade. The prices are always reasonable and shipments are promptly made. Send for their price lists. The business is in charge of C. G. and C. H. Brady, both young men highly popular, and have many friends. They are thoroughly reliable in their dealings, and they number their customers by the thousand. This firm has a high rating, and any mercantile agency or bank in the City can give you satisfactory information as to the responsibility of this house, which has the reputation of being the oldest and most prompt liquor house in the South, having been established in 1888. In connection is also operated one of the best cafés in Virginia, serving the most perfect foods, including famous German and French dishes. Fish, oysters, and other sea foods in season.

H. C. BARNES, INC.—"He puts up prescriptions." This store is finely located on Jefferson Street, opposite the handsome passenger depot, and is one of the most liberally patronized drug houses in ROANOKE. It has been established since 1891, and the business was incorporated in June, 1906, the officers being H. C. Barnes, President; T. J. Rice, Vice President; and R. K. Rector, Secretary; all of whom are practical and thoroughly experienced pharmacists, and are thoroughly competent and accurate when it comes to the compounding of prescriptions. They adopt the double check system and no mistakes ever occur here, and, therefore, their record for putting up prescriptions is well known. They carry a full line of drugs and chemicals, toilet articles, perfumes, hospital and sick room requisites, cigars, post cards, etc. This is, indeed, a very popular store and the business is on a substantial and successful basis.

MISS H. ELLA MALOTT—Millinery, 121 Salem Avenue West. This is an enterprise of merit, and is firmly established in the confidence of the public. It is probably the oldest established millinery house in ROANOKE, and has been at the present location for fifteen years. Miss Malott has always made a specialty of fine and fashionable millinery, and she keeps fully abreast of the times, and at her store we find displayed all the late novelties of the season. She employs enough expert help to speedily execute all work for her many customers. She is a highly gifted milliner, and has a perfect knowledge of the requirements of the trade. Her parlors are nicely appointed, and are always visited with keen pleasure, especially during her busy season, when her stock is up to the very highest standard containing every article known to millinery, and all the late fashionable novelties. Miss Malott personally directs her business, and she has always had success.

JENNINGS BROTHERS—Wholesale fruits and produce—"The House of Quality"—Ernest H. Jennings, Proprietor. ROANOKE has deservedly won a good name for possessing many responsible and successful wholesale houses. This City is rapidly developing wholesale trade far in excess of any City of similar size in the entire country. The house of Jennings Brothers has had much to do with the development of the wholesale trade and in attracting the attention of the outside world to this City as a favorable source of supplies. The house of Jennings Brothers has long been known as "The House of Quality," and has a reputation for reliability second to none. Special attention is given to car lots, and the firm handles all kinds of fruits and produce, bananas, oranges and lemons, and all other fruits in season. The firm is the largest shipper of apples in this section, and thousands upon thousands of barrels are shipped out each season. The fruit is well packed and quality guaranteed. The firm has plenty of capital, and is prepared to operate the business successfully. Mr. Ernest H. Jennings, the proprietor, is one of the honorable and responsible business men of ROANOKE, and a gentleman of high standing in business and social circles.

FENTON-BOWERS COMPANY—This company is located at 313-317 Nelson Street and 24 Church Avenue Southeast. The business has been established since 1905, and the house has grown to be one of the most substantial houses of its kind in Roanoke. The Company handles many articles not found in other stores, and in addition to the extensive retail trade, the Company transacts a large and growing wholesale business. Here is carried an enormous stock of crockery of all kinds, stoves, carpets, phonographs, records, and house furnishings, stoneware, crockery, enamel ware, glass, wooden, tin, and willow ware, dairy supplies; bottles, caps, cans, crates, carriers, brushes, etc. The Company offers the very best inducements to the trade, and the very lowest prices prevail, while the quality of the goods bears equal comparison with any on the market. The members of the Company are, Mr. Wm. H. Fenton and Mr. James H. Bowers, both of whom are highly popular business men and have made a decided success of their enterprise. Any dealings with this house will be pleasant and profitable.

W. E. RENNER—It is with pleasure that we make prominent, and favorable mention of Mr. Renner and his business. He conducts one of the largest commercial enterprises of ROANOKE. Located at the corner of Third Street and Third Avenue Northeast. He has been established in business for the past twenty years, and the enormous patronage he has requires the employment of a number of clerks, and three wagons making deliveries throughout the City. The stock carried is enormous and arranged in departments, each department being a complete store within itself. The general line includes dry goods, notions, shoes, rugs, matings, groceries, flour, feed, produce, and a full line of high-class table delicacies. The goods are purchased in the largest quantities, and only the best and purest articles are handled. Mr. Renner is a thorough master of his business, conducts his great enterprise with success, and has won the entire confidence and esteem of all the people. His business is still growing at a rapid pace, and he has a bright future before him. Just keep your eye on RENNER'S.

VIRGINIA MOTOR CAR COMPANY, INC.—This is one of the largest and most successful automobile concerns in ROANOKE, and conducts a well-equipped garage at 408 South Jefferson Street. The Company carries on a general automobile business, selling, renting, and storage. A full line of accessories is carried, including parts, appliances, tires, tools, oil, greases, lubricants, gasoline, and wearing apparel. The Company has the agency for the Maxwell, the Mitchell, the Reo, the Oldsmobile—all famous cars, and the thousands in use are giving perfect satisfaction. This Company has been in existence for about three years and is incorporated, having plenty of capital with which to successfully operate the business in all its branches. The active officers are James Frantz, Secretary and Manager; and Joseph E. Hunter, Assistant Manager. These men have a fine knowledge of the automobile industry, and if you are in the market for a first-class machine, call and have a chat with them.



Salem Avenue, West from Jefferson Street

FINKE & McCLAUGHERTY—Manufacturers of fine Havana cigars, 101½ Salem Avenue West. It is nothing short of a pleasure to be able to purchase cigars of this firm, for one is absolutely sure of getting the right kind of a smoke. The success of the firm lies in the fact that the members, Messrs. J. A. Finke and R. H. McLaugherty are both practical cigarmakers and fully conversant with every detail of the industry, the requirements of the trade, and the demands of a critical public. They have been established in ROANOKE since 1886, and they have always enjoyed the full favor of the public; the firm has always been recognized as a leader because of the superiority of their product, and their leading brand of cigars is called "The Leader," which is positively the best five-cent cigar on the market in ROANOKE. The firm has always made it a first consideration to use only the choicest and best stock which money could buy. As a strictly home enterprise, the house is worthy of our fullest confidence and patronage. There is also carried a full line of tobaccos and smokers' sundries.

JNO. M. HANNA—"The Senate," pure liquor house, 11 West Salem Avenue. There is, perhaps, no man who enjoys a greater degree of popularity with the local public than Mr. Jno. M. Hanna, the genial proprietor of this newly established and high-class liquor house, known as the Senate. A feature of the Senate is first found in the popularity of its management, and second, in its sumptuous fittings. It is one of the handsomest places in ROANOKE, and has just been established since September 20th, 1910. Mr. Hanna is conducting the Senate on business principles and is making it a study to supply his patrons with the best quality of everything, and is winning much praise. He buys direct from the distilleries through bonded warehouses, thus insuring absolute purity and fine quality. He is not subject to the dictates of any one and does not tolerate the sale of cheap or adulterated concoctions. Mr. Hanna is a native of Glasgow, Scotland, but came to America when he was but five years of age and grew to manhood in the great City of Philadelphia. He came to ROANOKE in 1887, and has been prominently identified with the commercial life of this City since that period, and has always taken an active interest in everything for the common good and general welfare and upbuilding of the City. He is now a member of the City Council and we look for much good from him during his term of office, which expires in 1912.

GEO. E. MARKLEY & COMPANY—Plumbing and gas fitting, hot air furnaces, slate and tin roofing, etc. This firm is recognized as a leader in the trade, and has been in existence for the past seventeen years. It is located at 207 Commerce Street Southwest, and has 'phone service No. 1090. The large and successful business requires the constant employment of from fifteen to twenty-five skilled and experienced workmen, and many large and important contracts have been executed by the firm during its career. The best materials only are used, and all we have to say is that if you want good plumbing, consult this firm. Estimates cheerfully furnished. The firm carries a very large stock at all times. Mr. Markley is one of the most widely known men in the City, and is a gentleman of high standing in business and social circles. He is thoroughly up to date and progressive in his dealings and keeps fully abreast of the times.

FRENCH CANDY KITCHEN—The making of pure candy is an art, and Mr. H. C. French, proprietor of this scrupulously clean and up-to-date establishment, has made a thorough study of the business and is making a decided and wonderful success of it. His place is clean and neat, and the sanitary conditions under which the candies are made are practically perfect and, therefore, French's candies are guaranteed under the pure food laws. He uses the very best materials and makes a specialty of fine home-made candies of all kinds. He also deals in all kinds of fruits and the various novelties pertaining to a business of this character, or rather, a high-class candy kitchen. Mr. French opened this business October 1st, 1910, and his patronage is growing rapidly. He is a well-known young man, however, and popular with the trade, having resided in ROANOKE for the past eight years. Give this place a trial, and don't forget the location—205 Henry Street.

PACE & MARKLEY—Real estate brokers and bankers. Fire insurance agents, estates managed. 204 Market Square. The extensive operations in real estate, and similar activities, constitute one of the foremost of ROANOKE'S many thriving business pursuits. The firm of Pace & Markley is one of the admirable successes of the City. The members of the firm are S. B. Pace and H. H. Markley, both highly esteemed citizens, and who are undoubtedly the best informed men regarding the value and possibilities of ROANOKE real estate, of any men in the City. Their accuracy, their painstaking efforts to please clients, the courtesy they manifest towards all who do business with them and their thorough capability commend them to the entire confidence of the people. They have a large list of improved and unimproved property for sale, and they offer special inducements to both investors and home seekers. They have been eminently successful in the management of estates. You should get in touch with this firm if you are interested in real estate or property of any kind. 'Phone 24.

GRAVES-HUMPHREYS HARDWARE COMPANY—Wholesale and retail dealers in hardware. This is one of the prominent concerns of ROANOKE and has been established for five years, since February, 1905. The Company is incorporated with a capital stock of fifty thousand dollars, and its officers are J. T. Graves, President and Manager; Charles L. Bush, Vice President; and E. L. Wright, Secretary and Treasurer. The premises include a large modern building three stories high and seventy-five by one hundred feet in dimensions facing on Jefferson Street, also side entrance on Church Street. The most perfect facilities are in service, and the business is successful and profitable. The stock includes everything in hardware, cutlery, tools, guns, ammunition, stoves, paints, oils, etc. The Company handles first-class goods only, and sells at the very lowest prices, quality considered. The men at the head of the Company are well-known business men and citizens, who take a deep interest in the movements for the upbuilding of the community. They believe ROANOKE has a bright future and that the City is sure to have seventy-five thousand people by 1920.

SHENANDOAH HOTEL—As soon as you arrive in ROANOKE, look for the big electric sign, "Shenandoah," within a block of the passenger station, and it will lead you into one of the newest, best appointed, and most popular European hotels in the City of ROANOKE. The hotel was established about a year ago and contains forty rooms. The hotel has been a success from the very start, and there has been such a demand for rooms that the management now has under course of construction an up-to-date modern addition that will give the hotel one hundred rooms to be completed by the first of the coming year. The hotel contains electric lights throughout, heated with steam, hot and cold water, and many of the rooms will have private baths. There is also to be a first-class café attached, and altogether, the Shenandoah Hotel will be the most modern popular priced, centrally located hotel in ROANOKE. Mr. W. T. Barbour is the manager, and he is recognized as one of the most expert hotel men in the business. The new addition will be finished and opened January 1st, 1911.

THOMAS L. GRIFFIN—Watchmaker and jeweler, 114 Campbell Avenue West. This house, established for many years, is a very important acquisition to the trade facilities of ROANOKE. It is under the able management and intelligent direction of its proprietor, Mr. Thomas L. Griffin, who has had many years' experience in this special branch of trade. The store occupies one of the most prominent and conspicuous locations in the City, and those familiar with the jewelry trade admit there are few stores in the South which carry a finer line or more costly stock. The store is very attractive, neatly arranged, and fitted up with handsome cabinets and show cases in which glitter the rarest gems and the most artistically wrought fashionable jewelry and perfect timepieces. The line of sterling silver and cut glass is quite extensive, beautiful, and complete. The stock includes a very wide range of articles suitable for wedding, holiday, and birthday goods. Fine watch repairing is a specialty. Mr. Griffin is a popular and progressive citizen and liberal and conscientious in his dealings.

HARTBERGER & SON—Furniture and stoves, house furnishing goods, carpets, matings, queensware, etc. 135 Salem Avenue Southwest. The business interests in ROANOKE are conserved and promoted by men of ability and enterprise, and the growth, in population, wealth and business activities, has necessitated a constantly growing consumption of furniture and household goods of all kinds. The trade in these lines has long constituted one of the leading features of the varied trade of the City, prosecuted under the most favorable circumstances, as the operations in this line are in a large measure in the hands of firms who give to it the advantage of the best sources and supply. Of these the great house of Hartberger & Son stands among the very leaders. This firm has been established for the past sixteen years, and has been a success from the very day of its foundation. The premises occupied today, comprise the magnificent, spacious and stately building, four stories high and 30 x 145 feet in dimensions, located almost in the business heart of ROANOKE. The house has always received its full share of the patronage from among the best people. The stock is complete, and the goods are purchased from the very best sources of production and, therefore, when you buy goods of this house, you are sure of the best goods, lowest prices and most liberal terms.

THORNTON'S PHARMACY—This first-class and up-to-date pharmacy is located at 315 Henry Street, opposite the handsome new post-office building, now in course of construction. The store has been established for the past five years, and the business is owned and conducted by Mr. R. J. Thornton, who came to ROANOKE six years ago from Southwest Virginia. He has had some twenty-five years experience as a druggist. He has always been progressive and successful, and he keeps thoroughly abreast with the advancement and progress made in his chosen profession. His store is regarded as one of the neatest and cleanest in the City, and if you are in need of anything in the drug line, give him a call, for he has established a reputation for reputable conduct in the management of his business that deserves recognition. The soda fountain is also a popular feature of his store. Mr. Thornton is a believer in ROANOKE, and like us all thinks the City has a wonderful future.

H. L. BENING—Jeweler and optician. It may be said of this gentleman that no jeweler in the City enjoys a better reputation for doing skillful work. He is a gentleman of natural ability, has had some fifteen years of practical experience right here in ROANOKE, and has demonstrated his skill and ability to be one of the most expert jewelers in the City. He makes a specialty of the most complicated timepieces, and has never yet found a watch or other timepiece too complicated for him to adjust or repair. He has a number of regular patrons among people who carry fine watches. His repair department is well equipped with all necessary tools and appliances and his charges are reasonable. He is located at No. 7 South Jefferson Street, and a very select line of jewelry and watches is carried, as well as optical goods. Mr. Bening is also putting in a complete plant for gold and silver plating. Mr. Bening is a young man, enterprising and popular, and has a great future before him.

ROANOKE WINE AND LIQUOR COMPANY—Importers and dealers in wines and liquors. This famous and highly successful business has been established for the past twenty-three years, and under the present firm name has been operated for four years; the members are Messrs. J. F. Sachs and S. Levinson, both of whom have a thorough experience and know how to conduct a business of this character on a high plane. They are giving perfect satisfaction to the trade, and they have many customers throughout the South. They issue a perfect catalogue, in fact, one of the most complete pieces of literature of its kind the writer has had the pleasure of reading. In that catalogue we find listed the very choicest and most perfect brands of wines and whiskies, cordials, brandies, etc. You should send and get one, which will be mailed upon request. The Company carries one of the largest stocks of liquors in Virginia, and there is no delay in filling orders. The Company is strictly reliable and has a high rating. Satisfaction guaranteed.



Henry Street, Showing New Post Office in Course of Construction
Grand Piano Company in Foreground

THE GRAND PIANO COMPANY—This Company does both a wholesale and retail business and has been very successful since it was established in June of the present year. The members of the Company are Mr. G. R. Hash, Manager; L. R. Gills, and Edwin Holt, all men of affairs having plenty of capital and of excellent standing in business and social circles. The salesrooms are located at 302 Henry Street, and here we find an attractive exhibit of the world's best line of pianos, including artistic Chickering Bros., Fischer, Ludwig, and Milton pianos. They also carry a full line of Player Pianos. The Manager, Mr. Hash, has been identified with the piano industry in the city for some time past and has a thorough understanding of the business and is making a great success. The house has already won its way in very front ranks of the trade by its progressive business methods and paying spot cash for their pianos, and they are well prepared to make liberal terms and the best inducements that can be given anywhere. Mr. Holt, the other working member of the house, has had fourteen years' practical experience in the business, both as to building, tuning, playing and selling, and with their combined efforts they are able to know just what they sell.

F. L. GITT & COMPANY—This firm deals very extensively in mantels, grates, and tiles of all kinds, and if you will only call and inspect the great stock closely you will here discover one of the finest and most perfect lines of the kind in this part of the world. The business was established about a year ago, and it is rapidly increasing as fast as the merits of the concern are becoming known. You should call and see the firm and have a heart-to-heart talk, and Mr. Gitt may give you some new ideas as to how to make your home up to date as regards the mantels, grates, and tile. When desired, he will furnish them set complete in the home, at prices that will really interest you. At any rate, call and see Mr. Gitt, whether you want to buy or not. It will broaden your knowledge and you will want a mantel some day, to be sure. He also handles the Aldine grate. The place is located at 348 Salem Avenue West, and post-office box 559. Mr. Gitt has been established in another line of business here for eight years, that of manufacturers' selling agent, making specialties of rough and dressed lumber, flooring, ceiling, siding, rough and dressed finish boards, rough and dressed common boards, framing, shingles, laths. Write for prices, post-office box 559.

J. R. HELM—Wholesale and retail millinery and straw goods, 306 Henry Street. In every city Dame Fashion chooses some one place from which to dispense her choicest and latest gifts to fair womankind, and in ROANOKE we find her holding court at the above popular establishment. This is likewise one of the oldest millinery houses in the City, founded some twenty years ago, and after a high prestige of so long standing, the concern has become not only the leading house in ROANOKE, but one of the very foremost in the South. The wholesale business is rapidly growing in extent. In the retail department there are many skilled trimmers and salesladies employed, and Mr. Helm ably meets the demands of the trade. His customers include the best dressed and most fashionable ladies in the City. The stock is very extensive, consisting of the very latest ideas in strictly high-class millinery. His new store at 306 Henry street is one of the mercantile show places of the City. Mr. Helm is one of our most prominent and highly respected citizens and takes an active interest in all the general movements for the welfare of the community. His wholesale business covers the Virginias, Carolinas, and Tennessee.

ROANOKE CANDY MANUFACTURING COMPANY—It gives us pleasure to call the attention of the trade to this newly established and highly important concern doing a manufacturing and wholesale confectionery business. The Company was recently incorporated and has for its officers the following prominent and well-known gentlemen: M. Forman, President; M. Goldberg, Treasurer; S. Masinter, Secretary; and P. A. Sterne, General Manager—and it may be said that he is the right man in the right place, for he has had thirty-five years of practical experience, and is eminently qualified to be at the head of an enterprise of this character. It is the aim of the Company to build up the greatest business of its kind in this section of the world, and all ROANOKE is glad that this City has been selected as the home of this promising business. The Company handles everything in the line of confectioneries: fine chocolates, bon bons, penny goods, and pail specialties. The manufacturing department is to be improved with the most modern machines and appliances and many candy makers are to be employed. Just keep your eye on this business and watch it grow. Purity is the watchword. The premises are located at 205 Commerce Street.



Randolph Street—Viaduct Crossing at Norfolk & Western Passenger Station

WOOD-NICKELS GROCERY COMPANY—Wholesale distributors. This is an incorporated company and the business is strictly wholesale. It was established about two years ago, and has rapidly forged its way to the very front ranks of the trade, and the services of eight traveling men are required to look after the rapidly growing business throughout all territory adjacent to ROANOKE. The Company is one of the largest and most substantial here, and has plenty of capital with which to operate successfully. The Company buys in the largest quantities in order to obtain the most favorable prices, and all goods are sold at lowest quotations. The thousands and thousands of retail merchants who are patrons of this great house have their interests well cared for. This Company keeps fully abreast of the times and is very liberal in its treatment of the trade. An immense building is occupied, having every facility, well located on the Norfolk & Western Railway, and all orders are promptly filled. This house adds much to the commercial interests of the City, and is another wonderful demonstration of what a great wholesale center ROANOKE is. The members of this Company include G. E. Nickels, Bristol, President; J. L. Wood, Bristol, Vice President; E. B. Dingus, Secretary and Treasurer; S. M. Hudson, Assistant Secretary and Treasurer; and L. A. Engle, Manager.

LUCAS & MOYLER—Wholesale grocers. The wholesale grocery business is a very important division of the City's commerce, and allied with it for the past eleven years is the enterprise conducted by Lucas & Moyler. This is one of the most prominent houses engaged in the trade, and the business covers all territory adjacent to the City. A number of traveling men represent the house on the road. The firm has a very large capital with which to operate the business successfully and has the most perfect facilities for the receipt and shipment of orders. The enterprise is progressive and strictly up to date, and has the confidence of the trade generally. The members of the firm are Messrs. Geo. M. Lucas and J. E. Moyler, Jr., both of whom are prominently known and are gentlemen of most excellent standing. Their trade is steadily increasing and the wonderful success of this firm shows that ROANOKE is an important and growing wholesale center. The standing of this firm and its facilities entitle it to a front rank in the trade of the City.

A. W. HOWARD—Merchandise broker. Mr. Howard has been established here for a number of years and has succeeded in building up an enormous patronage among the wholesale grocers throughout this territory. He not only has many years' experience, but he also has plenty of capital at his command and is prepared to operate successfully. He keeps thoroughly posted as to market quotations, and is fortunate in being able to always quote the lowest prices. His office and wareroom are located in Wholesale Row on Norfolk Avenue, with railroad front. Local and long distance 'phone 1031. He uses Robinson's, Armsby's 1907, Baker's Potato, and private codes. His references include the National Exchange Bank of ROANOKE and ROANOKE jobbers. Mr. Howard is one of the prominent and representative men of ROANOKE, of excellent standing in business and social circles. He is a great booster for the City and hopes to see ROANOKE with a population of seventy-five thousand by 1920.

MADDOX & JENNINGS—Wholesale bakers and confectioners. This firm has been established for about seven years, and it is one of the most highly successful concerns of its character in business here. The place is well appointed and the bake ovens are of perfect construction. The firm uses the best materials in every way and employs skilled bakers. The large business transacted necessitates two delivery wagons, making deliveries to the wholesale trade throughout this section. The firm also transacts a large retail business. The place is located on Salem Avenue and Henry Street, and the stock is well displayed. A full line of fresh bread, cakes, and pies is carried, also all kinds of first-class confectionery goods. The members of the firm are Messrs. S. V. Maddox and C. A. Jennings, two of the best known men in the City. They know their business thoroughly, and are doing all they can to give perfect satisfaction to the trade and they have no trouble in holding their many patrons.

W. G. JONES & COMPANY—Manufacturing confectioners and dealers in high-grade confectionery goods of all kinds, including penny goods, stick candies, etc. Agents for Samoset Chocolates. This is one of the oldest and most highly successful wholesale houses in ROANOKE. It has been established for about twenty years, and the members of the Company include Mr. W. G. Jones, President and Manager; Geo. C. Armstead, Vice President; J. D. Jamison, Secretary; and A. L. Turner, Treasurer. A number of traveling men represent the house on the road, efficiently covering the territory of Virginia, West Virginia, and North Carolina. The Company is most liberal in its treatment of the trade, and as to the quality and style of the products handled, it is only necessary to say that there are none better. This Company has done much in advancing the commercial interests of ROANOKE and in helping to make the City famous as a wholesale center. Their line is well and favorably known throughout their entire territory.

W. L. BECKER & COMPANY—Merchandise brokers. This well-known firm has been identified with the business interests of ROANOKE for a number of years. Their extensive trade is exclusively with wholesale grocers, covering a large territory throughout the Virginias and a large portion of the entire South. Their jobbing accounts represent the largest importers in the East and West, and include a full line of coffees, teas, rice, canned goods, California canned and evaporated goods, cheese, condensed milk, Daisy Middlings, flour, feed, hay, grain, and Michigan beans in carload lots. They have been very successful in business, and occupy a prominent location in Wholesale Row in this City, where they carry a large quantity of sugars, canned goods, etc., in stock at all times. They get market quotations by wire each day, thus enabling them to meet all competition in their respective lines. Mr. W. L. Becker, the senior member of the firm, has spent most of his life as salesman and a prominent member of a Wholesale Grocers Corporation in this City, in addition to his long experience as a broker, and no one is more competent to take care of the wholesale trade in regard to shading prices. His son, who is also a member of the firm, is very popular and progressive and is an expert salesman. They have both helped to make ROANOKE the great, enterprising, commercial City of this section.

THE LOBBY CIGAR COMPANY—Everything pertaining to tobacco, newspapers, and periodicals. This is a highly prosperous and successful business and is well established. The patrons include the leading men of ROANOKE. The fixtures are handsome and the stock carried is unsurpassed for its quality and completeness and it is finely arranged. The Company also operates a cigar and news stand in the Ponce de Leon Hotel, and has just recently opened another stand in the Hanna Pool Parlor, at 121 Campbell Avenue West, next door to Sheen's. The members of this Company are Messrs. Corbin D. Glass and Frank J. Shaughnessy. Mr. Glass is the President of the Company and is making a wonderful success. He is widely known throughout the City, stands high in business and social circles, and has many friends. He holds the fine position of yardmaster at the Norfolk & Western Railway. Mr. Shaughnessy is a prominent and successful attorney and is manager of the Roanoke Baseball Team, manager of the cigar stores of the Lobby Cigar Company, and is also a gentleman of most excellent standing. They are both hustlers and deeply interested in ROANOKE, and want to see the City grow to a population of seventy-five thousand by 1920.

PETTY & FRANTZ—Coal and wood. This firm was established January 1st, 1910, and since that time a very large and flourishing trade has been built up. They have an office and yard located at 310 Campbell Avenue Southeast, with telephone 379. They handle the better grades of coal and wood. They run a number of wagons, which assures prompt deliveries. The members of the firm are Messrs. A. S. Petty and J. M. Frantz, both well-known residents of the City. They have every facility for transacting and handling large orders, and can offer every inducement, both to large consumers and others, while fair dealing, promptness, and up-to-date methods may be depended upon. Therefore, give this firm a trial and order your next coal from them. Don't forget the 'phone number, 379.



Wholesale Row

MOIR & TROUT—Wholesale grocers. Specialties: flour, provisions, tobacco and cigars. Post-office box 185, 'phone 79. This is an incorporated concern and is one of the largest, best known, and most reliable wholesale houses in ROANOKE. The business has been established for a number of years, and has been under the present name for the past five years. The business is steadily increasing, and the success of this house shows that ROANOKE is a desirable and well-located wholesale center, and is becoming more of a wholesale point with each recurring year. This house has the best of facilities for the receipt and shipment of orders. The firm occupies an immense building, admirably located at 101-103 Norfolk Avenue, 101 Railroad Front, and 3 Henry Street. The members of the Corporation are E. L. Moir, President; C. R. Moir, Vice President; and G. F. Garis, Secretary and Treasurer. These men are prominent in business and social circles and are deeply interested in the general welfare of the City, and they hope to see ROANOKE with a population of seventy-five thousand by 1920.

AMERICAN BROKERAGE COMPANY, INC.—Office and warerooms 103 Norfolk Avenue, long distance 'phone 1092. This is one of the great and growing companies of the City, and is demonstrating what a wonderful wholesale center ROANOKE is. The business has been established about six years, and the territory covered is Virginia, West Virginia, North Carolina, Kentucky, and Tennessee. The products handled include a general line of grocers' sundries, including food products, sugars, coffees, teas, rice, feed, etc. A specialty is made of Virginia canned goods of all kinds. They handle flour, feed, hay, etc., by the car load. The Company is ably managed, and is the largest brokerage concern in this territory. The officers are J. B. Andrews, President; R. G. Lamkin, Vice President; W. L. Andrews, Secretary; and F. L. Gregory, Treasurer; all of whom stand high in business and social circles. This Company does a large business with the wholesale grocery trade throughout their territory.

IDE LUMBER COMPANY, INC.—Wholesale and retail dealers in rough and dressed lumber of all kinds, doors, sash, shingles, laths, posts, brick, lime, cement, plaster, sewer pipe, coal, wood, etc. This is one of the great and solid companies of this part of the country, and ROANOKE is proud to be its headquarters. The Company is doing a very large business and is prepared to fill and give prompt attention to orders of any magnitude. Shipments are made direct from mills in Virginia, North Carolina, Tennessee, and West Virginia. Mixed cars a specialty. The Company is headquarters for long leaf yellow pine timbers, as well as all the other products handled. The Company has long distance telephone Nos. 45 and 164. The yards are located west end of the City on the Norfolk & Western and Virginian Railways, on Duvall Engine Company's site, on Norwich street car line. For the convenience of patrons, however, they have a down-town office at No. 5 Campbell Avenue West. The officers are the following prominent and well-known men: D. I. Bachman, President; Louis Carr, Vice President; W. C. Brunner, Secretary, Purchasing and Sales Agent; W. W. Lower, Treasurer and Manager. These men are all interested in ROANOKE and hope to see the City grow to seventy-five thousand in 1920.

EASTER & COMPANY—Wholesale fruits and produce. Eggs and poultry a specialty. This firm is located at 215 Nelson Street Southeast, with long distance 'phone 498. This is one of the well established wholesale houses in the business, and gives as references, The National Exchange Bank and express companies. The house handles everything in the line of fruits and produce. Eggs, poultry, butter, game, chestnuts, walnut kernels, green fruit, dried fruit, sweet potatoes, Irish potatoes, country cured meats, etc. Mr. J. E. Easter is proprietor, and he has been established for the past six years, and keeps growing constantly. Mr. Easter is a native of Virginia, and has resided in ROANOKE for the past twenty years. He has, therefore, seen ROANOKE grow from a small town to its present great size.



Salem Avenue, Looking East

THURMAN & BOONE COMPANY—Importers and jobbers, furniture, 26 and 28 West Campbell Avenue and 25 and 27 Kirk Avenue. This great Company occupies an exclusive field as dealers in high-grade furniture, carpets, matings, draperies, stoves, queensware, etc., and some of the leading makes of pianos, including the Weber, McPhail, and Pianola. Probably there are very few people in ROANOKE who understand fully the efforts made by this leading and exclusive house to carry everything in stock that will satisfy even the most fastidious. The Thurman & Boone Company carries one of the best assorted stocks in the whole State of Virginia, each line embracing all of the latest and best creations of the leading manufacturers of the world, and it is not exaggerating in the slightest to state that they control a very large share of the most desirable trade in ROANOKE and vicinity. It must not be inferred, however, that Thurman & Boone Company carry only high-priced goods; on the contrary, every grade will be found fully represented, but the Company is known to carry and sell much of the high-grade goods that are found in the best furnished homes in ROANOKE and Southwest Virginia. An important factor in bringing about such desirable results has been the absolute guarantee given with every article sold. No misrepresentation of any kind is tolerated, and the employee who would stoop to such methods would receive a prompt discharge. Tourists have often expressed surprise that a house such as Thurman & Boone Company should be found in ROANOKE, where unique designs, simultaneous with New York, are shown; but it is a fact that every high-class novelty, either in furniture, carpets, or drapery, no matter how expensive, is shown by this house, and the stock will equal in quantity and quality any similar line in the largest cities of the United States. The premises include a building fifty by two hundred feet in dimensions, of three floors, and a warehouse fifty by seventy-five feet, three floors. Several traveling men represent the house on the road, and some twenty salespeople are employed in the retail department. The business has been established for some fifteen years and has been operating under the present firm name for about five years. The officers are E. A. Thurman, President; I. E. Boone, Vice President; C. O. Gore, Vice President; B. M. Phelps, Secretary and Treasurer; and Stuart Britts, Assistant Secretary and Treasurer. These men are live, active, and enterprising prominent citizens of ROANOKE and deeply interested in the general welfare of the City.

ROANOKE COAL COMPANY, INC.—Coal and wood, 624 Shenandoah Avenue Northwest. 'Phone 146. For excellence and reliability in the quality of coal handled, for fair and honorable dealing, and for prompt and courteous treatment, no coal concern doing business in ROANOKE holds a higher reputation than the Roanoke Coal Company, Inc. This Company, though not so long established as some, has had remarkable success and enjoys very liberal and influential patronage. They are very prompt in deliveries, operating a number of wagons, and their prices are as low as can be found. They handle the very best coals, including Pocahontas steam nut, egg, and lump, Virginia Anthracite and Red Ash. They also have the better grades of wood. The members of the Company, M. L. Harris, President; F. N. Smith, Vice President; and H. W. Harris, Secretary and Treasurer, are all popular and enterprising men.

PARAGON OIL COMPANY—This is a very useful enterprise. It has been established for twenty years, and the Company has hundreds and hundreds of customers scattered throughout the City and suburbs. It requires several wagons on the go all the time to keep the customers supplied. Mr. Claudius D. Marston is the Manager, and he is one of the most widely known men of ROANOKE and thoroughly conversant with everything pertaining to this line of business. He knows the requirements of the trade and the quality of products he deals in gives perfect satisfaction. He maintains an office at 213 Henry Street, and has 'phone connection 223. The Company deals very extensively in the following line: Oil, gasoline, benzine, naphtha, perfection heaters, blue flame wick stoves, gasoline stoves and torches, Ray-o lamps, burners, and Macbeth chimneys. Headquarters for all kinds of wicks.

STRAS & PERSINGER, INC.—Real estate, rentals, insurance, loans. This progressive and reliable Corporation stamped its impress upon the business world from its establishment several years ago. The first organization was Stras-Walton Company, with headquarters in the Gale Building, 3½ South Jefferson Street, where it operated successfully for a number of years.

Later, this firm was dissolved, Mr. Walton retiring and Mr. David W. Persinger became a partner of Mr. Jos. Stras, and the firm name was known as Stras & Persinger. The increase in the volume of business necessitated more elaborate quarters, and in May of this year, their offices were removed to 210 South Jefferson Street, first floor, where they at present occupy their commodious new quarters, the most convenient and best equipped offices of the kind in the City. Their clerical office is fitted with a handsome fireproof steel filing case, two typewriters, and an adding machine, in addition to the quartered oak desks, electric lights, 'phone conveniences, etc. They also have an elegant reception room and private office, all well arranged and nicely furnished, and all these offices are in close connection.

Recently the firm bought out the rental and insurance business of The Columbia Trust Company, and a new firm organized and chartered under the firm name of Stras & Persinger, Inc., with the following well-known gentlemen as its officers: Jos. Stras, President; Chas. M. Armes, Vice President; D. W. Persinger, Secretary and Treasurer.

Few men, if any, are better known in Southwest Virginia than Mr. Jos. Stras, the President. Coming from one of the most prominent families in Tazewell County, his life work has been closely identified with the business interests of the favored and rich counties of the blue-grass Southwest. He makes a specialty of farms and has succeeded in listing more than eight hundred farms in Virginia, West Virginia, and Maryland, ranging in price from a few hundred dollars into the thousands. Having this large territory at his command, and being familiar with most of the real estate he has listed, he has been very successful in making sales, and no one enjoys a greater confidence with his satisfied purchasers.

Mr. Persinger, the junior member of the firm, is well known in ROANOKE and community, having been Principal of the Roanoke City High School for a number of years before his connection with the above firm. He is thoroughly posted on the values of City real estate, and is known far and wide as a thoroughly reliable, conscientious hustler. He and Mr. Stras are both large City property owners and influential citizens, standing high in religious, business, and social circles. Their established methods of honorable high-class dealing with the public make them the leaders in buying and selling real estate, and we predict for them a bright and successful future.

M. L. CURLEY—This gentleman deals in fruits and confectioneries of all kinds. Also nuts, and soft drinks. Mr. Curley has been established for three years, and he has built up a good patronage. He is located at No. 9 East Salem Avenue. The stock carried is well selected and diversified in character. The prices are always the most reasonable and service prompt. Mr. Curley personally looks after the management of the business, and you are sure of perfect satisfaction when you deal with him. Mr. Curley has been a resident of ROANOKE for some twenty years, and he has almost seen this City grow up from a village to its present great size and commercial importance.

WALL STREET MARKET—This is one of the neatest, cleanest, and best conducted markets in ROANOKE. It is kept open all day and is regarded as prominent headquarters for meats and poultry, oysters and game in season. The prices are most reasonable, indeed, and the service is prompt. Polite and expert clerks are in attendance. The market is located at No. 13 East Salem Avenue, with 'phone 130. Mr. W. R. Harnsberger is the proprietor. He is a young man, well known throughout the City, and understands his business, and is meeting the requirements of the trade. He is from Rockingham County, and has been established in ROANOKE for the past five years. He enjoys a magnificent patronage. For first-class meats, patronize the Wall Street Market.



Norfolk & Western Railway Passenger Station

Norfolk & Western Railway General Office Buildings

Hotel Roanoke

PRICE & CHICK—Groceries and fuel. This is one of the representative business institutions which have contributed to the fame of ROANOKE as a great commercial center. The business was established fifteen years ago and has grown rapidly, keeping pace with the rapidly developing City of ROANOKE. In the two departments, employment is given to thirty-five people, while eighteen wagons are used in making deliveries. The store is located at 204 Commerce Street, and here we find one of the most perfectly appointed stores in the City, handling a superior line of everything good to eat, high-class table delicacies being a specialty. The yard office is located at 402 Shenandoah Avenue Northwest, and the finest grades of coal and wood are handled. The firm is splendidly equipped for handling the business in all departments, possessing modern facilities for the rapid handling of goods, hence the firm is enabled to fill all orders rapidly and promptly. The firm has a high rating commercially. The members of the firm are Messrs. P. L. Price and E. R. Chick, who by hard and earnest work have accomplished their great success.

ROANOKE STEAM LAUNDRY, INC.—331 and 333 Salem Avenue Southwest. In the list of important enterprises that go to make up the great business of this City, the Roanoke Steam Laundry is entitled to much credit. This laundry was established several years ago and has been conducted by this newly organized company since June 10th, 1910. There are two main reasons for the success with which it has met since that time; namely, strictly A1 work and prompt delivery. The laundry is one of the most modern in the City, it being equipped with all the latest improved machinery, and every facility necessary for doing good work and keeping constantly abreast of the times. In washing the linen they use nothing which might in any way injure the texture of the goods or wear them out, but give to the public honest labor for fair compensation. They use clean, pure, and thoroughly sterilized soft water, and in every way this laundry is giving perfect satisfaction to the trade. The business is steadily increasing, and their work is their best advertisement, and in this they typify the standard of excellence. The Company is incorporated with a paid-in capital of ten thousand dollars, with Wm. F. Rhea, President, and L. S. Jones, Secretary, Treasurer, and Manager.

HUGH HALEY—Veterinary horseshoer. Mr. Hugh Haley has been established in this business here for the past eighteen years, but he has spent his whole life in shoeing horses and he thoroughly understands the art, and does shoeing on scientific principles. The care of horses' feet is a most important point and one to be carefully considered by any man. A successful shoer of to-day must understand thoroughly the construction of the hoof and know exactly how to set the shoe without bringing injury. Mr. Haley is a maker of over two hundred kinds of shoes adapted to the different diseases of the horse's foot and habits of the horse. He guarantees to cure all kinds of diseases peculiar to the feet of the horse, and he can be relied upon to do satisfactory work. He possesses all the necessary knowledge and he has been eminently successful in correcting all faults of the horse's feet. He makes a specialty of balancing trotters, pacers, and roadsters. He is located at 29 Luck Avenue Southwest, where he has built up a large practice and gives employment to several skilled assistants, but all work is done under his personal supervision.

ROANOKE CARRIAGE COMPANY—This is an incorporated concern, and is one of the best institutions of its kind in the City. Here will be found a most complete stock of high-grade vehicles of all kinds, harness, saddles, agricultural implements, grass seeds, and fertilizers. The Company has been established for ten years, and the business has always been a success, and, therefore, the Company maintains a high standing and excellent reputation throughout the county. The members of the Company are, L. H. Vaughan, President; George H. Clatterbuck, Vice President; and D. S. Meadows, Secretary and Treasurer. These are all well-known gentlemen, highly esteemed as business men and citizens, and they are great believers in the future of ROANOKE, and believe the City is destined to have a population of 75,000 people by 1920.

PEOPLE'S FURNITURE COMPANY, INC.—Furniture, carpets, rugs, matings, and stoves. This is one of the most creditable mercantile establishments in the City of ROANOKE. This immense store occupies three stories and basement of a huge brick block fifty-three by one hundred feet in dimensions. This building presents a most imposing appearance and is filled with handsome furniture of all descriptions—rugs, oil cloths, linoleum, druggets, carpets, shades, lace curtains, draperies, stoves, and ranges. They do an immense business and many are the beautiful homes in this City they have furnished complete with all that excellent judgment and taste could possibly wish. They buy their goods from the leading furniture markets of the world, and carry one of the largest lines of fine furniture in the City, embracing the newest products. High art is the predominating feature in the styles shown. The very latest styles of carpets are here shown, and these goods are from the most celebrated looms of this and the old world. The business of this great house has kept increasing from the very first. The proprietors believe in the policy of selling a large quantity of goods at a small profit, and the admirable business methods employed have brought this house in close touch with the best people. You should keep your eye on their fine show windows, which give a fair index of the wonderful stock on the inside. The officers are F. Willis Michael, President; C. M. Pace, Secretary and Treasurer. These gentlemen stand among the prominent men of affairs and are deeply interested in the general welfare of ROANOKE and the upbuilding of the City.

BOYD-SWEENEY COMPANY, INC.—Hardware and sporting goods, No. 9 Church Avenue West. This company has been established only one year, but has become noted for the superiority of its supplies and the excellent manner in which it caters to a large and constantly increasing trade. The premises are well adapted to the business and the stock is attractively arranged, while in the rear there is a large warehouse where an immense surplus stock is carried. The line includes everything in shelf hardware and sporting goods, tools and cutlery, paints, oils, etc. The members of the Company are A. H. Boyd, President; John O. Boyd, Vice President; S. Y. Sweeney, Secretary and Treasurer. This house is commended to the trade as one in every way worthy of confidence, and business relations entered into with it are certain to prove as pleasant as they must be advantageous and profitable to all parties concerned. The men in charge of the business are firm believers in the wonderful future of ROANOKE and they are doing all they can to help make the City bigger and better.

D. R. WEBB—Dealer in coal and wood, 528 First Avenue Northwest. Among the enterprising, progressive, and prosperous firms in the City, that of D. R. Webb is worthy of special notice. Mr. Webb has been engaged in the fuel business for the past three years, and moved to his present well-located quarters September 1st. He has developed a large and rapidly increasing business and gives prompt attention to the filling of all orders. All that is necessary is to call up 'phone 757 and Mr. Webb will do the rest. He carries in stock a very complete supply of the better grades of coal and wood. His prices are always the very lowest, and when you deal with Mr. Webb you are sure of perfect satisfaction. Mr. Webb is widely known throughout the City, is a reliable merchant, and deservedly esteemed.

ROANOKE MARBLE AND GRANITE WORKS—This is one of the most deservedly successful concerns in ROANOKE, and the business is well established and covers a large territory. It is located at 503 South Jefferson Street, and here is carried, at all times, a beautiful and unsurpassed assortment of marble and granite monuments and tombstones, and the firm is also dealing extensively in iron fencing and building stone. All kinds of cemetery work is executed and the institution has built up a reputation second to none for its absolute reliability, and the prices here are also the very lowest that can be found in this section of the country. The plant is well equipped and a number of skilled designers and marble workers are employed. The officers of the Company are M. E. Muire, President; O. H. Martin, Vice President; and J. E. Boon, Secretary and Treasurer; all popular and progressive citizens, well known and highly respected. They are promoting the business with wonderful success.



Norfolk & Western Railway General Office Buildings

ROANOKE SHEET METAL COMPANY—Plumbing, hot water and steam heating, etc. This is one of the great concerns of ROANOKE and is located at 316 Salem Avenue West. The business has been established for four and one-half years and its growth has been remarkable. The Company gives employment to twenty-five people in the different departments and the trade covers a large section of Virginia and West Virginia. The premises occupied include a large two-story brick building, and here we find everything in service for the successful conduct of the business. The most perfect work is executed and the Company has built up a reputation of the very highest kind. Here is made a specialty of plumbing, hot water and steam heating, tin, slate, tile, and slag roofing, guttering, spouting, metal cornice, skylights, heavy sheet iron work, and general repairing. Their phone number is 695. All calls are promptly answered and estimates cheerfully made. The officers of this highly successful and important Company are D. P. Magann, President; W. C. Possin, Vice President; and D. E. Argenbright, Treasurer. These men are all practical mechanics and they have a thorough knowledge of the business and the full requirements of the trade, and personally look after the execution of all contracts. They are deeply interested in ROANOKE and think the City has a bright future.

HIX-PALMER COMPANY, INC.—Importers and wholesale dealers in hats, caps, and men's furnishings, 308 Salem Avenue; New York office, 15 and 19 Fourth Street. This is one of the large and successful houses of ROANOKE, and is demonstrating to the world what a wonderful wholesale center ROANOKE really is. The railroads are especially favoring the City, and it is a central point from which a very large territory is supplied. The above Company is successfully covering Virginia and West Virginia, North Carolina, Tennessee, and Kentucky, and the trade is constantly being enlarged. Six traveling men represent the house on the road. The Company has an immense stock which is always strictly up to date as regards style and quality, and the premises occupied include a large three-story building. The business has been established for the past three years and keeps growing all the time. The officers are J. W. Comer, President; C. L. Palmer, Vice President; and V. D. Johnston, Secretary and Treasurer—all prominent citizens anxious to see ROANOKE grow. The Company is successfully meeting all competition and has the best inducements to offer the trade.

MAGIC CITY FRUIT AND PRODUCE COMPANY—Wholesale fruits, vegetables and produce, 105 Hartsook Building, Market Square. Telephone 725. This City is justified in the pride she feels in her great wholesale houses of which she has many. One of the leaders is known as The Magic City Fruit and Produce Company, transacting a large and rapidly developing wholesale business in fruits of all kinds, vegetables and country produce. The members of the Company are, J. C. Wallace and E. A. Laughon. They are men of energy and devote themselves exclusively to the one idea of pleasing their many customers and making a success of their business. They are gradually enlarging their scope of operations from season to season, and to-day they have many regular patrons. The Company has a good rating and plenty of capital on which to operate, and, therefore, you are sure of absolute satisfaction when you order of this concern. Car shipments a specialty.

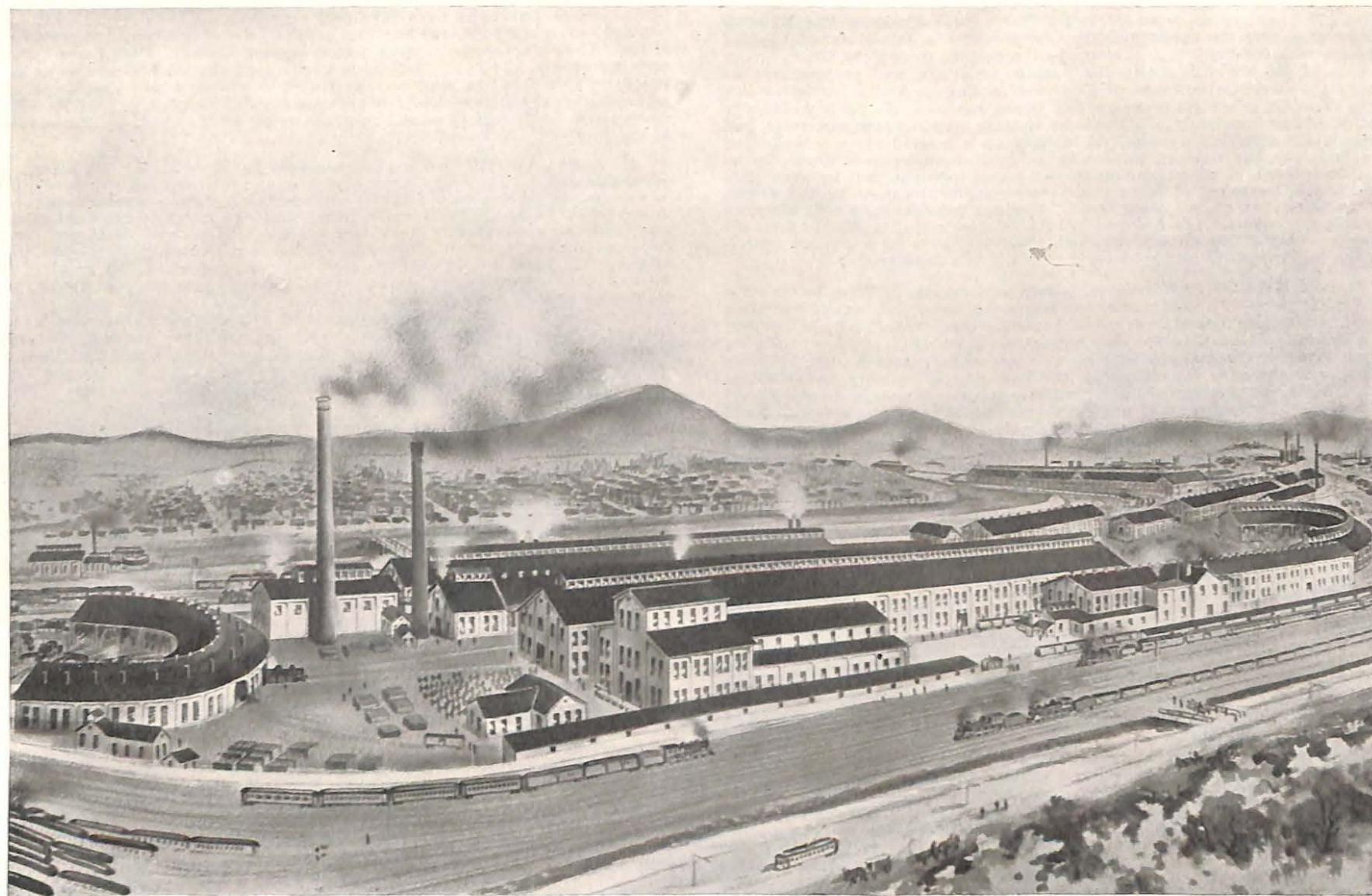
McNELIS' CORNER—This place is so well known, having been established for the past fifteen years, that it would be hard for us to say anything in its favor that would make it more famous. Any how, Mr. J. M. McNelis, who is the proprietor, desires that we make this statement for the benefit of strangers who have never been to ROANOKE before, that he wants you to call and become acquainted. He conducts a strictly high-class bar for the high-class trade only. Mr. McNelis is one of the successful merchants of the City. All orders are promptly filled. He handles the best brands of liquors only, and quality guaranteed. Mr. McNelis has always been deeply interested in the general welfare of ROANOKE, and he is to this very day doing all he can to promote and advance the best interests of the Magic City.

THE CITY NATIONAL BANK—Capital, \$200,000.00. Surplus and undivided profits, \$55,000.00. Deposits, \$600,000.00. Total resources, over \$1,000,000.00. This bank was established May 10th, 1906, and while one of the youngest of the banking institutions of ROANOKE, it is enjoying a high measure of success, and is regarded with confidence, and is steadily gaining in both deposits and popularity. This bank carries the account of many of the leading merchants, manufacturers and professional men of ROANOKE, and enjoys every facility for transacting all business entrusted to its care. Every accommodation that could be reasonably expected is offered to its patrons, consistent with conservative banking. The officers and directors are among the prominent and substantial citizens of ROANOKE, and have helped to make this wonderful City what it is to-day. Officers—John W. Woods, President; N. W. Phelps, Cashier; D. M. Taylor, Vice President; B. P. Huff, Vice President. Directors—John W. Woods, B. P. Huff, S. H. Heironimus, George W. Payne, T. R. Tillett, W. S. McClanahan, Charles I. Lunsford, M. W. Turner, H. C. Elliott, J. W. Lynch, J. A. Dove, E. R. Chick, Louis Catogni, H. C. Barnes, C. B. Moomaw, H. T. Hall, W. E. McGuire, M. C. Franklin, A. J. Kennard, D. M. Taylor, A. C. Needles, N. W. Phelps.

CENTRAL COAL COMPANY—This is a very reliable company, indeed, as it is composed of reliable and well-known men who are responsible and successful merchants of the City, namely, Mr. M. Goldman and his son, Mr. Gus Goldman. They have resided in this City for many years, and their honor is unquestioned. They will appreciate a share of your patronage, at least, and we are sure you will receive satisfaction when you give them your order. They handle the best grades of coal and wood at prices as low as can be found. The Central Coal Company became successors to the coal department of the Farmers' Supply Company recently. The Goldmans, however, have greatly increased the facilities and the stock, and are prepared to fill the largest orders promptly. A number of wagons are ready to make deliveries. Just call up phone 1224. Their yard and office is located on Holiday Street Southeast. Adjoining their coal yard they operate another business as dealers in junk, scrap iron, old metals, etc., the highest prices being paid. The Goldmans are prominent citizens, and deeply interested in the welfare of ROANOKE.

THE CONCORDIA—This place is located at No. 10 East Salem Avenue, and is doing a most successful business, having been established for a number of years. It has become noted headquarters for high quality in liquors, wines, cordials, ales, brandies, and the best imported beer from Bavaria. Imported Franziskaner Munchen Beer on tap. There is also a first-class restaurant in connection serving choice German lunches, and oysters on the half shell being a specialty. This is, indeed, a very fine and popular place, and is liberally patronized by the best classes. Mr. Richard Scholz is proprietor, and he is conducting the business for the best interest of his patrons.

THE SHEPHERD STOVE COMPANY—20 East Campbell Avenue. This is one of the deservedly successful houses of ROANOKE, and it has been established for the past twenty-two years. Mr. A. M. Shepherd is the proprietor, and he is one of the straightforward, honorable business men of ROANOKE and very popular in the community. He has seen this wonderful City grow from a small village to its present magnificent size and he hopes and believes that he will live to see the day when the "Magic City" will contain within her corporate limits the population of seventy-five thousand people. His business has kept pace with the development of the City, and he is steadily forging ahead. He has developed a trade which comes from all parts of the City and county, and his store has always been noted as prominent and leading headquarters for first-class goods at live and let-live prices. He occupies a large three-story building and here is carried an unusual assortment of first-class furniture, tinware, woodenware, granite ware, crockery, fancy china, sewing machines, hardware specialties, Remington guns, L. C. Smith guns and ammunition.



Bird's-Eye View Norfolk & Western Railway Shops

THE HOBBIE COMPANY—Established, 1881—Pianos and Players—Factory distributors, sales and show rooms, 14 West Campbell Avenue.

"The man that has not music in his soul,
And is not moved by concord of sweet sounds
Is fit for treason, stratagem, and spoils—
Let no such man be trusted."

Wise old Shakespeare, when he wrote the above lines, knew like he knew everything else, that the surest indication of progress in refinement is afforded by the favor with which music is received by the people. Judged by this criterion, the people of ROANOKE are in the front rank of civilized communities, as shown by the immense business of The Hobbie Company—the pioneer music house of Virginia. For thirty years this house has experienced a continuous prosperity, adding constantly to its volume of trade, gaining new customers, and new friends and retaining the old, and building up a magnificent prestige. The Hobbie Company has attained success by diligent attention to business, by an intimate knowledge of all pertaining to the music industry, and by courteous, fair, and liberal treatment of customers. Here we find the most famous pianos in the world on display, including the Chickering, Behr Bros., Krell, Marshall & Wendell, and others. The business is both wholesale and retail. In fact, the company acts as factory distributors, and, therefore, buys in enormous quantities by the carload, and is in a position to offer the best inducements.

C. D. KENNY COMPANY—Teas, coffees, and sugars, 10 West Salem Avenue. This company with headquarters in Baltimore, Maryland, established since 1870, and maintaining some seventy-five branch stores throughout the country makes a specialty of handling the very highest grade of teas, coffees, and sugars, importing direct in immense quantities, at times entire cargoes. In this way they command the very lowest prices, the best uniform quality and absolute purity. Their great roasting plant is positively the most modern on the American Continent. By their special process the aroma of the bean is retained and the coffee produced is unexcelled and remarkable for its uniformity year in and year out. Their teas are scientifically blended by experts. The ROANOKE store is managed by Mr. J. R. Neubauer, who has been here for the past two years. He has been with the company, however, for the past ten years and has a perfect knowledge of the trade. He is a courteous and painstaking gentleman, possessed of eminent business and administrative ability. He is giving perfect satisfaction to the trade. Orders are promptly delivered, and souvenirs on Saturday. 'Phone 303.

R. C. KINSEY—"We don't talk but make signs." This gentleman makes a specialty of signs, and has had some four years' practical training in the art. Since the first of the year he has occupied quarters at 19½ Campbell Avenue East, in the Hotel Eureka. His studio contains many beautiful specimens which show what a wonderful talent he has. He is highly gifted in the art of drawing, and is the originator of artistic and striking designs. He makes a specialty of out door illustrated advertising signs. He is ready to answer all calls. 'Phone 249, and his prices will be found reasonable and work entirely satisfactory. Estimates cheerfully furnished upon application. Mr. Kinsey is a young man, and has a bright future before him.

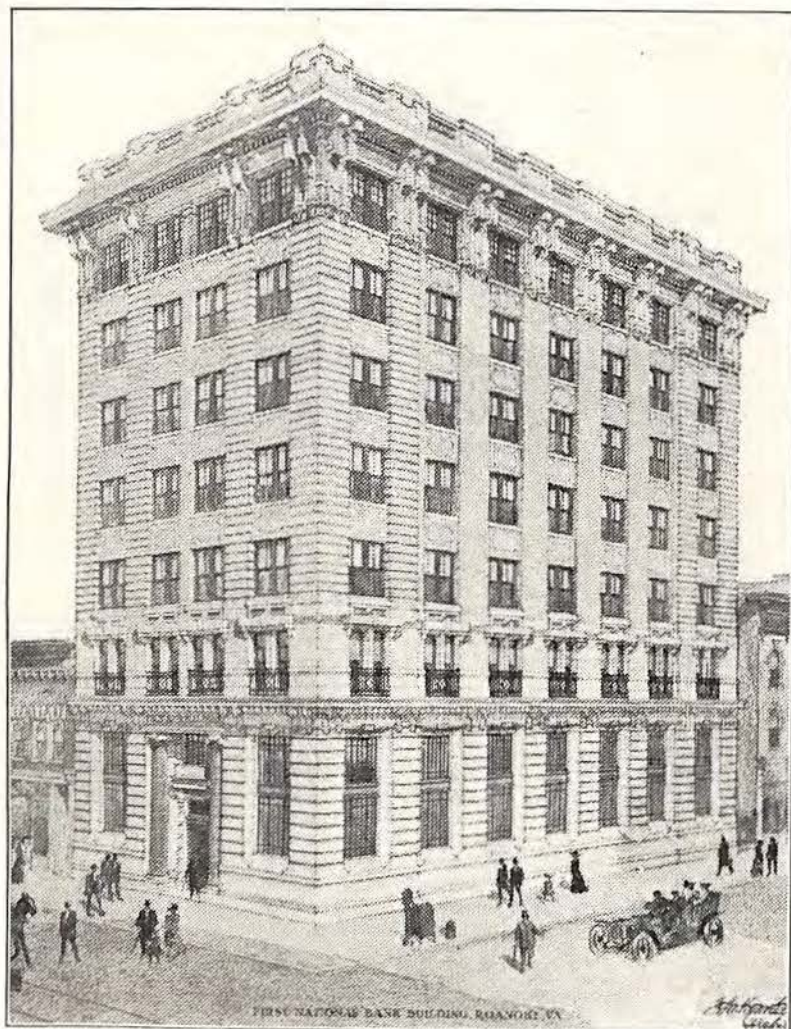
HOTEL EUREKA—This hotel is located at 19 and 21 Campbell Avenue East, just east of the Terry Building, and it is a popular and highly satisfactory place in every regard. Mrs. T. A. Kinsey is the proprietress, and she knows just exactly how to conduct a good hotel such as the Eureka. She has been running the business for twelve years, and has always received a large patronage, and her guests are always well pleased with the accommodations. Her rates are most reasonable by the day, week or month. The building is practically new, newly furnished, and modern conveniences, such as electric lights, steam heat, baths, etc. This is a good hotel to stop at when you come to ROANOKE, and Mrs. Kinsey does all she can to make her guests feel at home.

GORIA BROTHERS—Wholesale grocers and manufacturers' agents. Flour and mill feed of all kinds. Sole agents for Marble and Cream of the West, Spring Wheat Flour. This is one of the old Pioneer institutions of ROANOKE. It has been established for a period of eighteen years, and has been at the present location, 111 East Salem Avenue for the past two years. The firm is strictly reliable, and its members include Messrs. Joseph A. Gorla and Richard Gorla. These gentlemen have developed a magnificent business by adopting the fair and square methods, and handling strictly reliable products at lowest market prices. They are especially prompt in delivering orders. They cover the territory thoroughly, and have many customers among the leading merchants of this vicinity. This firm has been very successful in the past, and the future of the enterprise is very bright. Gorla Brothers are well pleased with ROANOKE as a residence and business City, and they are doing all they can for the upbuilding of the City.

H. & S. LAUNDRY—This fine business has been under the present able ownership and management for the past year, and the business is rapidly growing in volume. A number of people are employed, and there are three wagons used in the collection and delivery department. The equipment of the plant is almost new, and the most perfect work is executed, and all work is turned out and delivered promptly, when promised. There is no rubbing of clothes in this establishment, and no old methods that wear out garments, and proof of these statements is shown in the workmanship. The proprietors are Messrs. L. M. Hale, who was superintendent of the V. P. I. Laundry, in Blacksburg, for fifteen years, and G. B. Slusser, who was connected with the same enterprise for some ten years. Both are, therefore, practical men, and they conduct the laundry business according to science, instead of main strength. Therefore, there is no wear and tear on garments here, and patrons are delighted with the service. The proprietors are well pleased with ROANOKE, and the success they have thus far achieved, and their business is steadily developing.

ROANOKE BUTTER AND DELICATESSEN STORE—Butter, tea, coffee, and high-grade delicatessen. 17 Campbell Avenue East. 'Phone 523. This is comparatively a new business in ROANOKE, introduced by Mr. H. L. Olderman, late of New York City. He is a young man, and has many up-to-date and original ideas, and we are glad that he has come to our fair City. He is doing a most successful business, and he is making friends by the score. He started the business in January, of this year, and already his store is almost too small to handle the trade. It is a scrupulously clean and first-class establishment, and does the heart of one good to visit. Here we see goods imported from every land on the face of the globe that are in demand in this City. He makes a specialty of goods from Germany, Italy, France, Spain, Norway, and England. He handles about the finest coffees and teas in Roanoke. He also makes a specialty of pure butter. This store is worthy of your patronage, and the future of the business is very bright. Mr. Olderman is well pleased with ROANOKE, and thinks this is a mighty fine little City, homelike and attractive.

VEST FURNITURE COMPANY—109 Campbell Avenue West. 'Phone 128. It is a well-known fact that when you once become a customer of this store you are always a customer, for this is simply the cheapest priced furniture store in ROANOKE, and the stock will compare favorably with the best goods on sale in any establishment in the City. It is only necessary for you to call and inspect the stock to bear out these statements. Mr. S. V. Vest is the proprietor, and he has owned the business since April 1st, 1910. The business was established, however, by Vest & Minnich nine years ago. Mr. Vest is very successful, and he is one of the most popular men in town, and has friends and patrons in every quarter. He is a fine buyer, and gets his goods by the carload. He handles a very complete assortment of furniture of all kinds, chairs, stoves, ranges, iron beds, springs, mattresses, druggets, rugs, matings, etc. The premises occupied includes a large three-story building, and the great stock must be seen to be fully appreciated.



First National Bank Building

FIRST NATIONAL BANK—Capital, \$400,000; surplus-profits, \$500,000; average deposits, \$2,300,000; total resources, \$3,600,000. This well-known pillar of strength ranks among the great and solid banking institutions of the South. It was organized in 1882, and is the oldest banking house in ROANOKE. It is also the largest, and occupies a distinguished place in the financial world. The fact that this bank should carry so large an amount of deposits is an indication not only of the confidence of the public in the Bank and the able officers in charge, but it is a significant commentary on the wealth of the City and the surrounding country. It has always been a bank of and for the people, has shared in their varying fortunes, and, like them, has developed with giant strides during the years

of prosperity. There has been nothing remarkable about the institution other than its steady and constant growth, and, therefore, it deserves the full confidence of every inhabitant of this section and every one of its many patrons. The officers are H. S. Trout, President; David W. Flickwir, Vice President; J. Tyler Meadows, Vice President and Cashier; J. C. Davenport, Assistant Cashier. The strong financial position and the established reputation of the Bank for conservative methods are among the substantial advantages offered to present and prospective patrons. To maintain and increase these advantages is the policy of the management. This bank is now building one of the most magnificent homes for its own occupancy in the entire South. It is a stately structure, eight stories high, fifty by one hundred feet in dimensions, and contains about one hundred offices in addition to the banking rooms. It is as modern as it is possible to make it, and is located on the prominent corner of Jefferson Street and Salem Avenue. An illustration of the building appears herewith. Directors: H. S. Trout, David W. Flickwir, T. C. Denton, A. M. Nelson, L. H. Vaughan, Jas. M. Gambill, A. L. Sibert, J. D. Kirk, Frank W. Read, S. H. Heironimus, J. Tyler Meadows.

A. J. KENNARD—Plumbing, heating, and roofing, 128 Campbell Avenue West. While this line has many representatives, there are very few who are fully experienced and who thoroughly understand the scientific and technical part of the business. Therefore, when in need of work of this character, it is necessary to seek out a heating firm that is well equipped with intelligence and practical knowledge. Mr. A. J. Kennard is the leading exponent of this special branch of trade in the City. He is truly an expert and you are sure of satisfaction when you turn over your work to him. At the present, he has in his employ about forty highly skilled mechanics. This shows that his services are in great demand. Efficiency in mechanical construction is one of the important features that characterize all his work. Estimates are cheerfully furnished. He makes a specialty of Broomell Vapor System, Vacuum Steam System, hot water and high and low pressure steam heating. Mr. Kennard has been established here for twenty years, and has built up a stand in business and trade circles second to none. He has always taken an active interest in all movements for the upbuilding of the City, and he hopes to see ROANOKE have a population of seventy-five thousand by 1920.

NELSON HARDWARE COMPANY—Wholesale and retail hardware. This is one of the great and successful houses of the City and has been established since the year 1888. It was incorporated in 1901, and the officers include A. M. Nelson, President; Harris Hart, Vice President; Geo. G. Moore, Secretary and Treasurer. Both a wholesale and retail business are transacted, and it requires thirty employees to handle the trade. In the wholesale department, four traveling men are employed, visiting all territory adjacent to ROANOKE. The premises occupied include a stately three-story building, three hundred feet deep, at No. 17 East Campbell Avenue. Besides, there is a warehouse located on a railroad siding, two stories high, one hundred by one hundred and ten feet in dimensions. The stock carried is enormous, and the business keeps growing year by year. This great house is doing its full share in helping to make ROANOKE famous as a distributing and successful wholesale center. The members of the Company are leading ROANOKE citizens and conduct the enterprise according to modern methods. They solicit an opportunity to serve you in their line.

A. LEFFLER—This gentleman is one of the well-known merchants of ROANOKE. He has been established here for the past fifteen years, and has built up a magnificent patronage. No merchant is more widely or better known than he, for he is a native of the County, and has resided in the City for the past twenty years. He has seen the City grow from a wide place in the road to its present magnificent size; has always been deeply interested in the general welfare of the community, and to this day is doing all he can in helping to develop the commercial importance of the City. He carries a magnificent line of groceries of all kinds, including the freshest and best country produce in the market. He is well and centrally located at 108 Nelson Street.



Roanoke Iron Works

ROANOKE IRON WORKS, INC.—Engineers, founders, and machinists. Iron, steel, tool-steel, steel castings, hangers, shafting, pulleys, machinery supplies, etc.; ornamental and structural iron and steel. There are many large industries in this City of an established reputation that have done much to add to the growth, popularity, and advancement of the community, that are deserving of special mention in this industrial and commercial review. Among this number, we find the Roanoke Iron Works, Inc. The business has been established about seven years, and has been operated by the present corporation for three years past. Its officers are H. E. Obenshain, President; R. H. Angell, Vice President; H. B. Rockhill, General Manager; and C. A. Moomaw, Secretary and Treasurer. The plant is one of the most complete of its line in the world, and there are from fifty to seventy-five founders and machinists employed, and the territory covered is from the Lakes to the Gulf, and from the Atlantic to the Mississippi. No contract is too large for them to handle successfully, and no job is too small for them to consider. The business is growing and the Company has before it a brilliant future. The officers of the Corporation are all prominent men of affairs and stand high in business and social circles.

C. P. HARRISON—Boarding and sales stables, 506 Henry Street Southwest. Mr. Harrison has owned this business since April of this year, but he is one of the best known in the business, having been engaged in this line for the past ten years in ROANOKE; in fact, he is one of the oldest men here and understands how a business of this kind should be conducted. He occupies a large two-story building of brick construction, fifty by one hundred feet in dimensions. He makes a specialty of boarding, provides the very best feed and plenty of help for proper care of the animal, and cares for the horses of many of the families of the City. In the sales department he has much valuable stock on hand at all times. Mr. Harrison is a native of Rockbridge County, Virginia, and is a gentleman of excellent standing.

W. S. McCLANAHAN & COMPANY—General insurance and surety bonds, 23 Campbell Avenue West. The establishment of this Agency took place in 1893, and it is, therefore, one of the best known and most reliable in the City. Many strong and popular companies are represented and the Agency is prepared to write policies on all desirable risks at lowest premium rates, guaranteeing in every case prompt and fair adjustment and payment of losses, and an exact fulfillment of every policy obligation. This Agency has long been noted for its honorable dealings with patrons, and enjoys in a marked degree the confidence of all. The firm is responsible, guarantees full satisfaction, and greatly desires that you let your insurance wants center at their office. The following companies are represented: Liverpool and London Globe Insurance Company, Fire Association of Philadelphia, the Pennsylvania Fire Insurance Company, London Assurance Corporation, Glens Falls Insurance Company, Providence Washington Insurance Company, Northwestern Mutual Life (Accident and Liability Department), Ætna Life, and American Surety Company of New York.

THE HARRISON JEWELRY COMPANY—Watches, diamonds, clocks, silverware, jewelry, etc., 7 Salem Avenue West. This famous house has been a feature of the commercial interests of ROANOKE for the past twenty-two years. The store is beautifully arranged, and the stock carried comprises a rich and elegant line, including the finest and most reliable timepieces, purest diamonds, fashionable jewelry, and high-grade silverware. The business is one of the most reliable and substantial in the City, and the firm enjoys a patronage proportioned to the honorable reputation it has made through its twenty-two years of conscientious and honorable dealing. Mr. Harrison feels proud of his success, and today, as always, a standing invitation is extended to the public to visit and inspect the beautiful shop.

R. W. GOENS—It is a well-known fact that Mr. R. W. Goens, maker of men's clothes, stands among the leaders. He established the business about a year ago, and already his place is most too small to accommodate the trade, but then, larger quarters are hard to find, and so you will find him at the same old location on South Jefferson Street. The stock here is one of the most complete in the City, and the samples of suitings which he has on display represent thousands and thousands of dollars' worth of goods; and from this vast stock you can have a choice of any pattern or texture that you desire made to your special order and a perfect fit guaranteed, at prices just as low as you would have to pay for a ready-made suit in the clothing stores—suits that were not especially made for any one. Mr. Goens takes orders for suits anywhere from fifteen dollars up, and he is strictly reliable in his dealings, and when you deal with him you are sure of satisfaction. Mr. Goens is a young man, highly popular with the trade, and is better known as "Russell" among his many friends.

W. R. HESSER—Tinning, plumbing, gas and steam fitting, 505 South Jefferson Street. Mr. Hesser has been established here for ten years and has built up a growing and prosperous business. He is, in reality, one of the most notable and thoroughly proficient master workmen in his special line. He has executed many very important contracts which stand to-day as monuments to his skill and ability. No job is too small for him to consider. He gives employment to a number of skilled workmen and uses the very best materials. Estimates are cheerfully furnished, and all contracts awarded are executed according to specifications and requirements. Mr. Hesser came to this City twenty-six years ago, and he has seen ROANOKE grow from a small village to its present magnificent and metropolitan size. He has great faith in the City and believes it has a future more brilliant than has been the wonderful past. You can count on him doing all he can to help make the City have a population of seventy-five thousand in 1920.

For anything in his line, phone 345 and Hesser will come a-runnin'.



E. S. Becker's Grocery

E. S. BECKER'S GROCERY—209 Jefferson Street. This is unquestionably one of the best equipped and most attractive grocery stores in the entire South. It has the reputation of being the finest and best in the State of Virginia. The proprietor, Mr. E. S. Becker, has had many years in this special line, and has been established in the business in ROANOKE for eight years. He is very progressive and has never been content to remain satisfied with past achievements, but he keeps fully abreast with all modern business methods. So, in May, 1909, he fitted up his present handsome store, which is the most up-to-the-minute store in ROANOKE. It is clean, wholesome, fresh, and inviting, strictly sanitary, and everything in stock is new and carefully selected. It is one of those stores that it does one good to visit, and it is nothing short of a real pleasure to make a purchase there. Mr. Becker keeps forging ahead and his business is increasing rapidly. A number of polite and intelligent clerks are employed, while an efficient system of free delivery is in service. Orders are promptly filled. Mr. Becker is well pleased with ROANOKE and the wonderful success he has achieved in business, and he is doing all he can for the upbuilding of the community.

L. A. RHODES—Horseshoer. This gentleman is located at No. 9 Church Street, with 'phone 481. He has been one of the prominent horseshoers of this City for the past twenty-three years, and no name is more widely known in trade circles than that of L. A. Rhodes. Mr. Rhodes has built up an enormous patronage, and gives employment to three expert assistants. Mr. Rhodes personally looks after the management of his shop, all shoeing is done according to scientific principles, and no imperfect work is ever permitted. He has built up a reputation of the highest and, consequently, he has succeeded in getting the patronage of the best people of the community.

BUSH-FLORA COMPANY—Dealers in boots, shoes, suit cases, and trunks, 131 Salem Avenue West. This is one of the largest retail shoe stores in the City of ROANOKE, and it is one of those houses that keeps thoroughly abreast with the times, and is under able and progressive management. The company is incorporated with Mr. E. L. Bush, President, J. L. Flora, Secretary and Treasurer. These men are expert shoeists, and they are wonderfully successful in fitting the feet of all comers, and whether you are a man, woman or child, this is the place to go for your foot wear. The styles are always up to date, and the quality guaranteed. Here is also carried a complete stock of trunks, suit cases, etc. This store is among the real leaders in the City, and the business has prospered from the very day it was started, some four years ago. The members of the company are men of high standing in business and social circles. Polite and intelligent clerks are employed to assist in waiting on the trade.

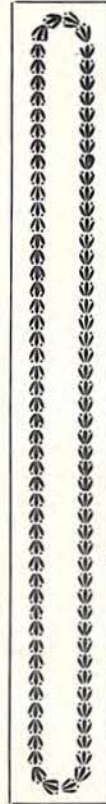
I. BACHRACH SHOE COMPANY, INC.—Pioneer shoe dealers. This is one of the great commercial enterprises of ROANOKE, and the business has been established for some eighteen years, and, therefore, rightly deserves the name—"Pioneer Shoe Dealers." The Company operates two up-to-date and successful stores at the corner of Jefferson Street and Salem Avenue and at 113 West Salem Avenue. The trade of the house is among the best in the community. The stock carried is always the best, comprising the latest styles, being purchased from the most reliable shoe manufacturers in existence. Both stores are handsomely appointed with all the necessary comforts and conveniences for the trade. The present Company was incorporated two years ago, and the members are, D. Hoffman, President; Calvin H. Bachrach, Vice President; and G. Hoffman, Secretary and Treasurer; all of whom are prominently known in business and social circles and highly esteemed as business men and citizens. It is a real pleasure to deal with this Company.



I. Bachrach Shoe Company

W. B. HUDDLESTON—This gentleman is a dealer in high-grade whiskies, brandies, wines, beers, etc., also a full line of tobacco and cigars. He is located at No. 22 East Salem Avenue, and everybody knows it as "Billy's place," and it has a reputation of being headquarters for the best liquors and best service in ROANOKE. Polite and accommodating bartenders are employed, who are highly skilled in the preparation of all the popular drinks. This is a good place to patronize and is a place where you are sure of getting satisfaction. Mr. Huddleston is a young man, has many friends, is popular with the trade, and is conducting the business according to high-class principles.

THE SUNNYSIDE AWNING COMPANY—Owners and manufacturers of The Sunnyside Awning (patented), especially adapted for residences and offices. This Company also manufactures all other kinds of awnings. Window awnings, porch awnings, wagon covers, horse covers, tarpaulins, and tents. This is a great concern and under successful management, and the business is growing rapidly. The merits of the products are already too well known to require any comment from us other than that the demand for their products is increasing daily, and the Company's factory is kept busy executing the orders. The prices are as reasonable as are consistent with the use of the best materials and good workmanship. The Company also operates an extensive mattress factory in connection, and they are making some of the finest mattresses ever turned out in this part of the world. This is an institution that is worthy of the consideration of all, and the unlimited patronage of all loyal citizens, who desire to see the development of manufacturing interests, which will have more to do with the result of building the City of 75,000 people by 1920 than anything else. Yes, this is a great company, and a reliable company, worthy of support. The products are unequaled, and prices meet all competition. The officers are H. H. Markley, President; S. B. Pace, Vice President, and F. L. Semple, Secretary and Treasurer.



J. E. BLACKWELL & COMPANY—This is a wholesale and retail business and is located at No. 19 East Salem Avenue. Here is found a complete line of foreign and domestic fruits, butter, eggs, poultry, country produce, fish, and oysters in season. Mr. J. E. Blackwell is the proprietor, and he is a well-known resident of the City. He has occupied his present location since May 1st, and enjoys a large and flourishing patronage among the best people of the community. He endeavors in every way to conduct his business according to high-class ideas, and is worthy of the success he has achieved. He sells his goods strictly upon their merit and at popular prices. Buy your next order from him.

MATTHEWS, ENGLISH & COMPANY—Groceries, feed and flour, 214 Nelson Street. This business was established December, 1909, and the members of the firm include Messrs. C. A. Matthews and W. W. English. They are enterprising and successful merchants, and have a thorough knowledge of the trade, and are building up a liberal patronage throughout ROANOKE and adjoining counties. They carry a very select line of goods, and are untiring in their energy and endeavor, in every way, to please and satisfy their patrons. The lowest prices will be found here as well as the best goods at all times and all orders are delivered promptly. Order what you want over 'Phone 776.



Panoramic View Looking Down Campbell Avenue from Co

BOON PRODUCE COMPANY—This company deals in butter, eggs, and country produce, live and dressed poultry, etc. The business is principally wholesale and is growing rapidly. Mr. E. P. Boon is the proprietor, and he established the business about eighteen months ago. He is a young man, well known in business circles, having been a resident of the City for the past seven years. He is a native of Franklin County, Virginia. He is building up a good patronage by dealing in strictly first-class products, and selling same at lowest market quotations. See the Boon Produce Company for satisfaction. The company is located at 211 Nelson Street, 'Phone 246.

N. K. FRANKLIN—This gentleman is a wholesale dealer and retailer of fresh meats of all kinds, and occupies a first-class market at No. 2 Goldberg Building, City Market Square. He has been established for four years and understands thoroughly the trade requirements, and has developed a select patronage. He handles strictly first-class products and his prices are always reasonable. Mr. Franklin is a native of Virginia, and has made ROANOKE his home for the past twenty-two years, and thinks there is no town in the world just so good as ROANOKE. He runs a strictly first-class market and is worthy of your patronage. His 'phone number is 918.

NEW YORK TAILORS—Kaplin, Smith & Co., proprietors, 123 West Salem Avenue. This firm is composed of Louis Kaplin and Sam Smith, both late of New Jersey and New York City. They have a complete knowledge of the business cleaning, pressing, and repairing, and they established their shop in ROANOKE about two months ago. They are young men, enterprising and progressive and solicit a share of your patronage. Their prices will be found very reasonable. All work is fully guaranteed, and they are getting plenty to do. Give the New York tailors a trial. They are located at 123 West Salem Avenue, near the Post Office.



Corner Commerce Street—Hotel Ponce de Leon in Foreground

RANDOLPH RESTAURANT—Miss Catherine Perigen is the proprietress of this place and she recently took charge of the business. She is an old resident of the City, however, and quite well known, and she knows how to make a success of serving good meals, delightful short orders, and first-class lunches. She buys the very best meats and produce the market affords, and personally looks after her trade. Her prices are very reasonable, indeed. We are quite sure if you give her a trial that you will be more than pleased. She is located at 127 Norfolk Avenue Southeast, in the Hotel Randolph building, opposite the magnificent passenger station.

MILLS GROCERY COMPANY—Mr. Thomas Mills is the proprietor of this business and is located at 117 Church Avenue East. Mr. Mills established the business on September 10th, 1909, and his patronage has steadily increased. His esteemed wife ably assists him in the business, and, therefore, those who deal with him are sure of satisfaction. He carries a select line of groceries and produce, canned and bottled goods, tobacco and cigars, etc. The prices are lowest, and orders are promptly delivered. Mr. Mills is a native of Virginia and has been a resident of ROANOKE for the past fourteen years. He solicits a share of your patronage and guarantees perfect satisfaction.

H. M. MILLER—Architect. Office 'phone 110, residence 'phone 1833-W. This gentleman occupies handsomely fitted offices at the northwest corner of Jefferson Street and Campbell Avenue—Jefferson Building, third floor. He has been established in ROANOKE for five years but has had some ten years of practical experience. He is a native of Virginia, and for some two years followed his profession in Washington, D. C. He is an architect and superintendent of very high standing. His genius, ability and originality have been responsible for many of the fine and attractive buildings of ROANOKE, and dozens of the finer residences have been planned and superintended by him. There is nothing known to architecture, ancient or modern, that is not an open book to Mr. Miller, and he is considered one of the most valuable men in the City. He is a great advocate for the City, and thinks it has only commenced to grow, and, of course, will reach a population of 75,000 by 1920. Some of his recent contracts include the Lewis-Gale Hospital, Jefferson Surgical Hospital, Annex to the Shenandoah Hotel (\$45,000), and the handsome new fire proof building erected by the Roanoke Gas and Water Company, corner of Henry Street and Kirk Avenue, to cost \$70,000, and is known as the Anchor Building.



HOTEL PONCE DE LEON—C. G. Smith, Proprietor. This hotel is most conveniently located in the very heart of the City, near all the great business houses, places of amusement, etc., and offers to the traveling public every advantage in the way of first-class accommodations and the best service. The hotel is handsomely fitted up throughout in the most approved manner, and its management is characterized by an unceasing attention to the wants and comfort of guests at the reasonable rates of \$2.50 to \$5.00 per day. The rooms are all nicely furnished, neat, clean, cheerful, and homelike. The dining room is light and spacious, and the tables are laden with everything the season and market afford. It is rarely that one can meet with a better hotel than this, and it ranks among the best hostelrys in Virginia. Mr. Smith is a gentleman of progressive and advanced ideas, and has always had success. The Hotel Ponce de Leon was erected twenty years ago, and has been enlarged and modernized from time to time. Mr. Smith is now having plans drawn for another great addition and general improvements throughout, to give, when complete, accommodations for at least five hundred guests. Every improvement and every convenience and every utility known to the hotel business will be incorporated into the new and greater Hotel Ponce de Leon. This hotel has had a brilliant past, co-equal with the ever growing and rapidly developing Magic City. We deem it quite safe to predict that the hotel has a long and prosperous future before it. Proprietor C. G. Smith is one of the most clever and optimistic men in the City, and it is his honest belief that fair and beautiful ROANOKE will grow to seventy-five thousand population by 1920.

DR. J. HARRY MARTIN—The eye exclusively, 134 Campbell Avenue West. Dr. J. Harry Martin may be said to stand at the very pinnacle of the profession in ROANOKE. He is a most highly educated gentleman, and is thoroughly experienced and capable. He is a graduate of the Philadelphia Optical College, Kansas School of Optometry, Southwest Eye Dispensary and Post Graduate of Ophthalmic Clinics. He is also a member of the Virginia State Optical Association and the American Association of Opticians. Dr. Martin, therefore, has the

education and the training and the experience. His equipment is truly modern for testing eyes properly, and he will tell you truthfully just what the trouble is and what the remedy. There is a scientific way for fitting glasses, and any other way is harmful. It will cost no more to have the work done by one who knows how, and it will, therefore, pay you to consult Dr. J. Harry Martin.

COWGILL'S MILLINERY—105 West Campbell Avenue. Queen Fashion, whose reign is most brilliant in prosperous times like these, is majestically enthroned at Cowgill's Millinery Store, and her subjects were never more liberal in their expressions of loyalty by the purchase of hats in the latest modes. This store is located in the heart of the City's finest retail district. It is handsomely fitted up and makes a most attractive window and store display. During the busy season, a large number of expert milliners are employed, and the patronage is among the elite of the City. Mr. J. B. Cowgill is the proprietor. He has spent many years in the business and has been established in ROANOKE for two years. He was formerly located in New York and Cincinnati, and spent some years as a traveling salesman. He knows the business thoroughly, and is meeting with unusual success. "If it comes from Cowgill's, it is good; if not, they will make it good." The line includes trimmed and untrimmed hats, velvets, ribbons, chiffons, malines, laces, willow ostrich plumes, aigrettes, ostrich feathers, ornaments, flowers, and hair goods.

FOX & PATSEL—Druggists, corner Salem Avenue and Commerce Street. No drug store in ROANOKE is more widely or more favorably known than that of Fox & Patsel. The business has been established for the past ten years, and the members of the firm are Charles D. Fox and M. J. Patsel. They conduct a strictly first-class drug store and give their personal attention to the prescription department. They are both educated and thoroughly experienced pharmacists, and are very careful in the management of the business. The stock carried includes everything in drugs and sundries, toilet articles, perfumes, sick room and hospital supplies, etc. Here is also to be found a fine line of cigars. The soda fountain is liberally patronized and all the drinks of the season served. Messrs. Fox and Patsel are gentlemen of the old school, courteous and polite, and in all their business career they have been assiduous in pleasing their patrons. If we may judge of the future by the past, it is safe to predict for this firm yet many long years of unbroken success.

CHINA, ART AND BOOK STORE, INC.—15 Campbell Avenue West. Few, if any, of the cities of the entire South can boast of a more thoroughly up-to-date store of this character than ROANOKE, and in this well-equipped and attractively arranged store, one can purchase anything desired in the line of fine imported and domestic china, artists' materials, draftsmen's supplies, books of all kinds, high-grade stationery, office supplies, Globe Wernicke filing cabinets, sectional bookcases, Monarch typewriters, art pictures and picture framing, East India and Oriental goods, together with all the novelties and side lines that properly belong to the business. The business has been established for six years and has made rapid progress. The officers of the Corporation are E. B. Spencer, President; R. T. Boswell, Secretary; and B. F. Sites, Treasurer; all of whom are highly esteemed in business and social circles, and are gentlemen of broad gauge, liberal and progressive in their ideas and methods. They are deeply interested in ROANOKE and hope to see the City grow to seventy-five thousand population by 1920. In conclusion, we cannot say that this is the "coming store" of ROANOKE, as it came, and came to stay, six years ago; but we can say this, that the management has not fallen below the standard set at that time, and every effort has been made to make this a first-class store in every particular. The motto is to "Satisfy Customers," and to treat them courteously at all times; and this, together with skillful management, undoubtedly accounts for their large and rapidly increasing business.



ROANOKE, East from First National Bank Building

AMERICAN STEAM DYE WORKS—E. A. McGhee, Manager. This plant is located at 106 Fifth Avenue Northwest, and the main office is located at 310



Commerce Street. The works has a well established reputation for turning out excellent work, such as cleaning and pressing and dyeing all kinds of ladies' and gentlemen's garments. Expert people are employed and prompt attention given to all work. Orders called for and delivered. Just call up 'phone 1336 and they do the rest. The business has been established for eight years and quite a large patronage is enjoyed. The manager has had nineteen years' practical

experience in the business and served his trade in Massachusetts. He was located in California eighteen months before coming to ROANOKE. His highest aim is to please and satisfy the trade. His prices are always reasonable.

C. W. PLYBON—This gentleman is located at 302 Commerce Street, corner of Campbell Avenue, opposite the Ponce de Leon Hotel and City Hall. This location is regarded as one of the most prominent in ROANOKE, and Mr. Plybon was fortunate in being able to rent the property and move his business to this point September 17th, 1910. He deals in all kinds of high-grade home-made candies, the choicest fruits, and the leading brands of tobaccos and cigars, while at

the soda fountain all the popular drinks of the season can be had. Mr. Plybon is constantly putting in new improvements, and in the course of time he expects to have the finest store of this character in the City. Mr. Plybon is a native of Franklin County, Virginia, and has been living in ROANOKE for the past seven years.

HOTEL STRATFORD—J. O. Hanes and Son, Managers. Of the well-established and popular hotels for which ROANOKE is noted, none are better known or more regularly patronized than the Hotel Stratford, which is most conveniently located for the general traveling public. The building occupied is strictly modern and contains many rooms, all handsome and comfortably furnished, which are kept neat, clean, and elegant. The dining room is splendidly equipped. All modern improvements are in service, such as electric lights, hot and cold baths, call bells, local and long distance 'phones, etc. The house has always been favored with the patronage of the best class of the traveling public. Special attention is given to traveling salesmen, and the very best home comforts are provided. Mr. J. O. Hanes and his son, Mr. A. B. Hanes, ably look after the management of the business. They are agreeable, courteous, and obliging to guests, and are men of the highest character and integrity. This hotel is, indeed, one of the most perfect American and European plan hotels in ROANOKE, and the rates are only two dollars per day for the best service.



DR. H. BANNISTER—Veterinary surgeon and dentist. Dr. Bannister enjoys the proud distinction of being known as ROANOKE'S leading veterinary practitioner, and has been established here for twenty-one years. His ability as a successful surgeon and dentist is well known, and he has built up a practice among the leading horse owners and farmers throughout Roanoke County. He is located at No. 9 East Church Street, and has telephone 481. Dr. Bannister is a great believer in ROANOKE, talks ROANOKE constantly, and believes the City has a wonderful future.

ROANOKE TYPEWRITER EXCHANGE, INC.—Frank H. Tuxbury, President and Manager, 134 Campbell Avenue West, 'phone 203. This is the most prosperous typewriter business in ROANOKE, and it has occupied the position of leadership in the trade ever since it was established in 1903. Not only does this firm do the largest business in the City, but it also has an extensive patronage throughout Southwest Virginia, West Virginia, Tennessee, and North Carolina. A specialty is made of the new L. C. Smith & Bros. Visible Typewriter—the full jeweled typewriter—and a fine line is carried in stock at all times. If you are interested in a typewriter, just call at the Exchange and Mr. Tuxbury or one of his able assistants will take great pleasure in making a demonstration and showing you the wonderful merits this machine has over all others. But there is also carried in stock a very fine line of new, re-manufactured, and second hand typewriters of all makes which are in perfect condition and sold at far below the regular price with terms to suit the purchaser. They will also rent machines and allow rent to apply on purchase price, if you so desire. A special bargain list is issued each month. If you cannot call, write for it. All machines are thoroughly guaranteed. Mr. Tuxbury is one of ROANOKE'S representative citizens, believes the City has a wonderful future, and will have a population of seventy-five thousand by 1920.

CONTINENTAL COFFEE & TEA COMPANY—This business was established January, 1910, and the company has already built up an enormous patronage among the leading families of the community. The company occupies one of the best locations in town on Market Square at No. 24 East Campbell Avenue. Mr. R. H. Wills is the proprietor, and he has resided in this City for the past three years and is well and favorably known. He has made a thorough study of the business and understands how to conduct a high-class establishment of this character to the entire satisfaction and delight of his many customers. He makes a specialty of the finest blends of coffees and teas, the best quality of sugars, also has a complete line of canned and bottled groceries, and high-class table delicacies of all kinds. This is a good store at which to deal for here customers are assured of getting the best goods, lowest prices, prompt service and satisfaction. This store has a bright future and the trade is growing.

C. D. BROWN—Tailor, 17½ Campbell Avenue, over Lyric Theater. Mr. Brown established this business January 15th, 1910, and already his place is becoming regarded as one of the leading headquarters in the City for stylish dressers. Mr. Brown is a young man and has a thorough experience in the practical art of making high-grade tailoring. He employs a number of highly skilled assistants, and the most of the work is done right on the premises. He carries an excellent line of suitings, from which the most desirable selections may be made. His prices are, indeed, most reasonable, and all garments are guaranteed to fit perfectly. Mr. Brown is a native of Virginia and has resided in ROANOKE for fifteen years. He is popular and is making a success of his business. See him for satisfaction in high-grade tailoring. He has an exclusive trade and caters only to the best classes.

EXCHANGE LUMBER COMPANY—Dealers in all kinds of building material. This is an incorporated company, and has been established for the past twelve years. The business is located on West Salem Avenue, and an immense wholesale and retail trade is carried on. The company has plenty of capital with which to operate successfully, and all competition is met as regards quality of materials, prices and terms. The officers of the company are S. W. Jamison, President and Manager and H. E. Kennedy, Assistant Manager. They are popular with the trade and public generally, and deeply interested in all movements for the upbuilding of the City. They give to the enterprise their closest care and personal attention, and satisfaction is the sure result of all dealings with them.

IRBY & MOIR—Wholesale fruits and produce. Campbell Avenue and Market Square. This firm is well established, and it stands among the leaders in the City, and is doing a very successful wholesale business in all kinds of fruits and produce, making a specialty of fresh garden stuff. The members of the firm are Messrs. B. B. Irby and W. W. Moir, Jr. Both of them are men of experience, and are most successfully directing their business, and steadily increasing the magnitude of their operations. They are great believers in ROANOKE, and are doing all they can to help make the City bigger and better. The firm has plenty of money with which to successfully conduct their business, and their operations are becoming larger and larger each season.

LEVI WITT—Manufacturer of buggies, wagons and vehicles of all kinds. Building irons and street castings. Repair work at reasonable prices. Nos. 10, 12 and 14 Kirk Avenue West. This is a very complete, and up-to-date establishment, and takes its place among the successful manufacturing concerns of ROANOKE. A number of skilled workmen are employed in all the departments, and vehicles are here manufactured, upholstered and painted from beginning to end. Every department of the business is conducted with success by Mr. Levi Witt, who has had thirty-two years of practical experience, and twenty-two years of this time he has spent in ROANOKE. He is, therefore, well and favorably known, and he stands high in the trade. He established the above business twelve years ago, and has a very large patronage. The premises occupied is a two story building and well fitted up for the successful conduct of the business.

MEALS & BURKE CLOTHING COMPANY—There is no clothing establishment in Virginia, and especially in the City of ROANOKE, that is more widely known, or carries a finer grade of clothing than Meals & Burke Clothing Company, located at the corner of Campbell Avenue and Jefferson Street, the busiest corner in the City. The business has been established for a number of years, and the proprietors know how to cater to the needs of the public. They deal very extensively in fine clothing, gents' furnishings, shoes, hats, etc. This store is indeed the center of fashion, and when you buy here you are sure of getting the latest styles and all the newest effects in fabrics. The Company is a financial success and has a high rating, and the officers are among the leading and truly representative men of affairs in ROANOKE, and they are bending every effort and doing all they can, and hope to see the City reach a population of 75,000 in 1920. I. J. Meals, President; F. N. Smith, Vice President, and T. J. Burke, Secretary and Treasurer. The highest aim of this great company is to please and satisfy patrons with the best in the clothing and furnishing goods line.

R. G. DALBY & COMPANY—Prescription druggists, Jefferson Street and Church Avenue. This business has been established for the past five and one-half years, and it is regarded as one of the best conducted drug stores in ROANOKE. The proprietor is Mr. R. G. Dalby, who is an accomplished druggist, having had practical experience since 1888. He is a native of Virginia, and came to ROANOKE in the early eighties, when the place had a population of but four hundred people. He has, therefore, seen this great City develop under his very eyes. Mr. Dalby has always been a successful druggist and is one of those men who has never been content to remain satisfied with the record of past achievements, but keeps fully abreast with all modern business methods. His stock is constantly receiving additions from the newest and best the market affords. The stock comprises everything in pure drugs, toilet articles, perfumes, sundries, sick room and hospital supplies. There is also a fine line of cigars, and at the soda fountain all drinks of the season are served. Prescriptions are among the specialties.

FARMERS' SUPPLY COMPANY—Wholesale seedsmen. Dealers in wagons, carriages, buggies, saddles, harness, agricultural implements, etc. Grass seeds and fertilizers a specialty. Sole agents for Studebaker wagons. This enterprise is one of the most notable in the City, and the business has been established for the past fifteen years. The office and warerooms are located corner of Campbell Avenue and Market Square and Nelson Street, and here is carried an enormous stock, and only such as is obtained from the most famous manufacturers in the world. Only the best goods are handled in all lines and the trade is among that class of people who appreciate quality. Mr. W. E. McGuire is the president and general manager of the business and chief stockholder. He is one of the most prominent men of ROANOKE, has seen this town grow, and is doing all he can to help make the City bigger and better. In the conduct of his business he keeps fully abreast of the times.

SOUTHERN SEED AND PLANT COMPANY—This is one of ROANOKE'S new concerns, and the Company is already doing a good business. They make a specialty of garden and flower seeds, bulbs, nursery stock and plants, which is complete in all departments. They also carry a full line of seeds in packages direct from the grower, as well as bulk seeds. The Company is careful to always select the best and freshest seeds grown, and their customers are assured of full value for their money. They carry the famous and reliable seeds grown by W. Atlee Burpee & Company, Philadelphia, in addition to their other large supplies. They also keep in stock pigeon and poultry feed of all kinds. Mr. W. R. Martin is the business manager, a gentleman of the highest business qualifications, polite and courteous to his many friends and patrons, and solicits a share of your patronage. If you want good values, quick service and lowest prices, give them a trial and you will not be disappointed. The firm is at present located at 214 Nelson Street.



Elks' Club

LAZARUS-GOODMAN COMPANY, INC.—This is generally known to be the largest mail order liquor house South, and ROANOKE is glad to be known as the headquarters of such a large, successful, and reliable enterprise such as the Lazarus-Goodman Company, Inc. This house is equipped with every facility for the prompt filling and shipping of all orders. The house has only been here for the past year and a half; was formerly located in business in Lynchburg, and has brought with it a record for justly earned, straightforward business dealings and strict integrity on the part of the promoters for handling only the purest and best liquors obtainable. The members of the Company include Messrs. E. Goodman, L. Lazarus, and M. L. Lazarus, who have made a study of liquors for years, they know quality and deal only in such goods as they know will give satisfaction. They have thousands of patrons, and their old patrons are their best friends and customers, who never hesitate to send in re-orders. Those who haven't a price list from this Company will be furnished one upon application. The "Shoemaker Rye," sold exclusively by this firm, is by far the most popular bottled-in-bond goods on the market.

BARNETT-SCHENK DRUG COMPANY, INC.—Successors to Barnes Drug Company. Wholesale and retail druggists. One seldom has the pleasure of entering a more complete establishment than this. It is handsome in its appointments, the fixtures are strictly modern, the soda fountain is of latest design, and the prescription department is complete and perfect, presided over by men of education, experience, and ability. It is the aim of the proprietors of this concern to please and satisfy the trade, and to handle drugs and other articles of superior merit. The store is well established and occupies the most central location, in the very heart of the business district of ROANOKE, at 31 Campbell Avenue West, all the way through to 32 Salem Avenue West. It requires ten clerks in the various departments to attend to the wants of the trade. The Company is incorporated, and its members include J. W. Barnett, President; W. L. Schenk, Secretary and Treasurer; men of high standing in business and social circles. They are deeply interested in the growing and prosperous City of ROANOKE, and hope to see this Magic City surpass its brilliant past and grow to a population of seventy-five thousand by 1920.

SAM GLASS—The Southern outfitter. Ready-made garments and millinery, 38 Salem Avenue Southwest. Mr. Sam Glass is one of the oldest established merchants in ROANOKE, having been in the business here for the past seventeen years. He has always been among the leaders. His new place is a dream of beauty, elegance, and style—an ornament to the City. Elegance and taste reign supreme, and right here in this great new and up-to-date store we find one of the most elegant stocks of fashionable millinery and ready-made garments in the State of Virginia. The stock is truly metropolitan. It could be no better. An adequate description of this fine place is simply impossible; it may answer, in the absence of personal inspection, but in order to gain an exact impression, it should be seen to be thoroughly appreciated. Words or language cannot do it full justice. Mr. Glass has employed a number of the most skilled milliners and garment fitters in ROANOKE and it is nothing short of a real pleasure to deal at his store. The business is growing by leaps and bounds, and the future of this great house is very bright.

C. D. JOPLIN—Proprietor of the Headlight Cleaning Company, located at 350 Salem Avenue Southwest. It has been established for about four years, and the proprietor has built up quite a large and successful business. He has had considerable experience in this special department of trade and knows how to clean clothes to perfection, for both ladies and gentlemen. He also gives special attention to carpet and rug cleaning and makes them look like new. This company is reliable and responsible for all goods, and satisfaction is guaranteed. Just call up 'phone No. 301 and they will take pleasure in calling for your orders promptly, and deliver same on short notice. Prices reasonable.

ROANOKE CYCLE COMPANY—E. L. Flippo, Manager. Sporting goods and talking machines, photo supplies, cameras, and kodaks, developing and printing. 103 Campbell Avenue West, 107 Henry Street. This great house is renowned throughout Virginia as being among the very largest and most important enterprises of its kind in the South. It is, beyond question, the best equipped photo supply house in the State, and all ROANOKE should be proud of this institution. It has been established for eighteen years, and the business has grown with the same rapidity as the City of ROANOKE has developed from a small village to its present great size and commercial importance among the prosperous cities of the South. The facilities of this house are unsurpassed and the stock carried is most complete in all departments, unsurpassed in quality and extent. Mr. E. L. Flippo is proud of the wonderful success he has achieved, and his business is still growing at a rapid pace. He is thoroughly reliable and capable as a business man and takes the keenest interest in the upgrowth and development of ROANOKE. Any of their numerous catalogues mailed free on request.

HUNTER & COMPANY—Corner of Salem Avenue and Commerce Street. This is an old firm name, the business having been established some twenty years, and no store in the City is more popular or more widely known. It is located at the corner of Salem Avenue and Commerce Street Southwest, and the large business constantly requires the services of three delivery wagons. The stock carried includes everything in the line of fancy groceries and provisions, high-class table delicacies, the choicest of fruits, tobacco, cigars, etc. The prices are noted for their moderation, the quality of goods is unsurpassed, and the service prompt. Those now in charge of the business are L. S. Leap and J. F. Patterson, under the firm name of Leap & Patterson. They bought the business three years ago and are conducting it with success. They are young men very popular with the trade, and keep fully abreast with the times. Their highest aim is to please and satisfy the trade. Their 'phone is No. 147. Just tell them what you want and they will do the rest.

HENEGBRY'S JEWELRY STORE—The demand for jewelry is one in which ROANOKE gives evidence of culture and good taste, and which is well supplied by the above firm of high-grade jewelers, watchmakers, and diamond merchants. Mr. J. P. Henebry is the proprietor, and has been established in the business for twelve years, and has occupied his present location for the past three years. The store is located at 32 Salem Avenue West and also has an entrance at 31 Campbell Avenue West. The interior of this fine and up-to-date store is attractively arranged, exhibiting a fine display of diamonds, precious stones in great variety, jewelry of every description, watches of highest grade, and silverware. A large trade necessitates the employment of four clerks and watchmakers. The best trade in the City finds its way here. Mr. Henebry has built up an exceedingly large patronage and does a large credit business. If you are looking for valuable and reliable goods, this is the store to patronize. Mr. Henebry is a native of Virginia and has lived in ROANOKE for twenty-five years, and his high reputation as a merchant is well known.

W. H. SEYMOUR & SON—This firm deals extensively in fine confections and nuts, foreign and domestic fruits, cigars, and tobaccos. There is an up-to-date soda fountain in connection, where all the popular and most favorite drinks are served. The business is located at No. 13 East Campbell Avenue, and has been established for the past three years. The store is nicely appointed and the stock carried is unusually complete, comprising high-grade goods only in all lines. Their candies are absolutely pure and the cigar department includes the most famous brands. The proprietors are Mr. W. H. Seymour, who is connected with the Norfolk & Western Railway, and Mr. L. F. Seymour and his son, Mr. J. A. Seymour, who is the buyer and manager. He is regarded as an expert and is giving eminent satisfaction to the trade and his many customers. This is a good place to buy high-grade cigars, confections, etc.



Incline Railroad to Top of Mill Mountain

MCGOWAN, PEARSALL & SONS—This is one of the great furniture and household furnishing goods establishments of the State of Virginia. The firm operates five successful stores located in ROANOKE, Petersburg, Newport News, Bluefield, and headquarters at Richmond. The business has been established for some seventeen years in Richmond, and is one of the successful houses in that great city. The ROANOKE house was started about three years ago, and has been a success from the first, and there are many customers in all parts of the City. They handle a very complete line and sell either for cash or on the installment plan, and their prices are always the lowest. Terms most liberal. The store is located at 332 Salem Avenue West, and 'phone 1062. The members of the Company are, G. W. McGowan, E. F. Pearsall, J. W. Pearsall, and P. J. Pearsall, all able and successful men. They believe ROANOKE has a wonderful future and are doing all they can to help make the City grow. In the conduct of their business, they adopt the old-time fair and square methods, and their highest aim is to please and satisfy patrons.

BUSH & HANCOCK—The Man's Store, 18 Campbell Avenue West. Perhaps there is no more interesting story told anywhere these days than that of the success of Bush & Hancock, two bright, active, and progressive young men, who have achieved special distinction in their line of endeavor. They established "The Man's Store" three years ago, which immediately became the center of attraction to all the stylish and up-to-date dressers of the community. This is, indeed, a handsome store and finely appointed with modern fixtures and dust-proof cabinets, where the high-class stock of clothing is kept in perfect order—each garment in proper shape and free from wrinkles. The line of furnishing goods and hats is also beautifully cared for, and then the sales are so large that no garment or other article ever has the opportunity to become "shopworn." The stock includes such famous makes as Benjamin clothing, Knox hats, Manhattan shirts, etc. The members of the firm are Mr. C. G. Bush and Mr. W. R. Hancock, both well known, highly esteemed, and popular citizens of ROANOKE. They are expert clothiers. Mr. Bush has been in the business for eighteen years in the City, and Mr. Hancock for twenty-three years, and they deserve the wonderful success they have achieved. It may be said that their store, "The Man's Store," is the Mecca of men who desire the creme de la creme as to fashion and style.

OSBORN & CARNER BROS.—Livery, feed, sale, and exchange stable. This business is located at 36 Luck Avenue, and was established several months ago. The premises occupied comprise a new and modern two-story brick building, fitted up with all necessary conveniences for the successful conduct of a first-class business of this kind. The carriages and vehicles of all kinds are practically new and in first-class order, while the driving horses are in perfect condition. The service is prompt and prices reasonable. Just telephone 651 and they will do the rest. In the boarding department the very best feed is provided, and all horses are attended to with the same consideration as if they belonged to the firm. The members of the firm are Mr. Charles H. Osborn, Mr. J. E. Carner, and Mr. T. W. Carner, all popular men and are running their business successfully.

HOUCHINS MILLINERY—Milliners, 304 Commerce Street Southwest. This store receives a very select and influential patronage, derived from among the leading ladies of ROANOKE. This house is well established and is highly valuable and much appreciated, especially among a large number of our leading and cultured ladies, who desire to dress according to the very latest fashion, yet who do not want to be extravagant in their expenditures. This house fills a long-felt want in this regard. In reviewing the various establishments of ROANOKE, we find, too, in comparison, that it is right up to the very latest notch in displaying the very latest novelties in millinery. The fashions are closely followed and the creations are elegant and elaborate, and above all, the prices are most reasonable. A number of skilled milliners are employed. This company's highest aim is to please and satisfy the trade, and if it is not high class you won't find it here. The great stock now on display must be seen to be fully appreciated. Words are inadequate to describe it.

H. H. HUFFMAN—Watchmaker, jeweler and optician. Mr. Huffman was formerly located at New Castle, Virginia. He afterwards attended the Bradley Horological School at Peoria, Illinois, thoroughly equipping himself in the art of highly skilled watch repairing and optics. He then came to ROANOKE about three years ago where he now occupies well appointed quarters at No. 1 Salem Avenue East. His thorough training and actual experience, courteous treatment and promptness has built up for him a well established and lucrative business in his special line. He carries a select line of high-grade watches, jewelry and optical goods, and deals only in such articles as he can guarantee to give perfect satisfaction. He makes a specialty of high-grade watch and jewelry repairing, and buys diamonds direct from the cutter and sells on small commission. If you are in the market for anything in the jewelry line it will pay you to have a heart-to-heart talk with Mr. Huffman.

W. P. BUNCH & COMPANY—This is one of the largest successful wholesale fruit houses in this part of the State. The Company deals very extensively in the line of fruits and produce. They pay high prices, in order to get the cream of the market, and make extensive shipments, and have many customers throughout the North and South. The house is admirably located at 105 Market Square, and every facility is here in service for the successful conduct of the business. They have local and long distance telephones 482. Post-Office Box 147. The business was established in ROANOKE February 1st, 1910, and has rapidly forged to the front among the very leaders. The Company is incorporated and Mr. W. P. Bunch is the manager. He gives the enterprise his closest attention. He is a progressive and enterprising citizen and highly esteemed in business and social circles.

REAMS, JONES & BLANKENSHIP—Furniture and house furnishings. 109-111 Salem Avenue West. This is one of ROANOKE'S many live mercantile houses, and there is none which surpasses the great house of Reams, Jones & Blankenship in the matter of meeting the demands of the times and the trade. Though their stock covers the vast field of "Everything to furnish the home," you can never fail to find the goods, and the particular kind you are looking for in this house. Everything is selected with the utmost care and good taste. The firm has a large capital and is prepared to purchase goods in the very largest quantities, and to successfully meet all competition, as regards prices. Quality for quality considered, and terms the most liberal. If you haven't the money to pay cash your credit is just as good, and the house will appreciate your trade just the same. Mr. C. C. Blankenship is the manager. The large three-story building with double front is occupied. The house also operates a number of other stores in the principal cities throughout Virginia. The facilities afforded in furnishing and beautifying homes by this great house are therefore unsurpassed. The slogan of this firm is, "Marry the girl, we furnish the home."

F. M. MARKS—Staple and fancy groceries. Choice fresh meats of all kinds, fresh fish a specialty. 304 Henry Street Southwest. Phone 468. It is almost an invariable rule that in all business centers there are certain houses in each line of trade that stand preëminent, and have, by close attention to business, built up a liberal and substantial patronage among leading families. Such an establishment in ROANOKE is F. M. Marks, which was founded by him eighteen years ago. The house has simply always been a leader, and even at this time the business keeps growing. Since January 15th, 1910, the present new and handsome quarters have been occupied. The store is, therefore, new, thoroughly sanitary, perfect in all its appointments, having every modern convenience and appliance that is necessary for the proper conduct of a high-class business of this character. The stock is large and comprises the finest goods only. Deliveries are made with commendable promptness, and every courtesy and consideration extended to patrons. Mr. Marks stands among the best element of business men in the City, and he is deeply interested in the progress and growth of ROANOKE.

GILES BROTHERS—House furnishers. 108 Campbell Avenue. This thriving and successful business has been established for six years. It is one of the ably managed concerns in ROANOKE. The great building occupied presents an imposing appearance. It is four stories high and twenty-five by ninety-five feet in dimensions. It is located in the very heart of the business district. The stock represents the best goods and best selections from the most famous furniture factories in the world. Here we also find carpets of the very latest weaves, stoves and ranges of the most famous makes. This is not a high-priced establishment as one would suppose after looking through the store, and critically examining the stock, but, on the other hand, the prices are noted for their extreme moderation, and the terms are, indeed, most liberal. It does not require much money to buy large bills here. The Giles Brothers have furnished many homes. This is simply a good place at which to buy house furnishings of all kinds. The members are Messrs. W. L. Giles and W. O. Giles, both active, broadminded, young business men.

HOTEL RANDOLPH—ROANOKE has many good hotels and among the list must be included the Randolph, which is ideally located opposite the passenger station, convenient for the trade—no street car and no hack fare to pay. As soon as you get off the train just take your grips right up to Hotel Randolph, where you will find delightful accommodations. The rooms are nicely furnished, and there is a large, comfortable, restful office, and writing room. It is steam heated throughout, has electric lights, and fans, and the rates are very reasonable indeed. European plan, 50c, 75c, and \$1.00 per day. Mrs. E. O. Sloan is the proprietress. The hotel has been established for the past five years. She has made a decided success of the hotel, and many of the best people who visit ROANOKE make Hotel Randolph their headquarters. You should follow their good example and do likewise. Mrs. Sloan will make your stay pleasant.

VIRGINIA CARRIAGE FACTORY, INC.—Manufacturers of automobile tops, hoods, carriages, buggies, etc. High-class carriage and automobile painting, blacksmithing, etc., and fine repairing a specialty. This most prosperous and highly successful institution is located at 16-26 Kirk Avenue, and has telephone connection 1098. The business has been established since 1893, and was incorporated September, 1906. The officers of the Corporation are Messrs. H. T. Hall, President; W. T. Manning, Vice President and General Manager; and C. A. Stutsman, Secretary and Treasurer, all of whom are prominent in business and social circles. This is probably the largest concern of its kind in this part of Virginia, and the premises occupied include several buildings two stories in height, having a frontage of one hundred and eighty-five feet and a depth of ninety feet. The large business requires the employment of twenty people in the various departments. This is one of the concerns of ROANOKE that is doing much to advertise the City and in making known the advantages of ROANOKE as a desirable manufacturing and distributing center. This factory has always been a success, and the prospects for a wonderful future are bright.

THE ROANOKE DISTRIBUTING COMPANY—It is with pleasure that we make favorable mention of this company, which is one of the greatest concerns of this kind in the world for the distribution of high-grade liquors. The Company publishes one of the most complete thirty-two-page catalogues ever issued, and we find listed therein the most famous brands of liquors, wines, brandies, etc., on the market. The prices are reasonable and all goods are fully guaranteed. The Company has many customers, and right here we may say that their customers are their best friends. All goods are guaranteed under the National Pure Food Law. When you order from this firm, it is not necessary that you even have a catalogue. Trust to their judgment and you are certain to receive perfect satisfaction. However, a catalogue will be mailed upon application. All orders filled same day as received. M. Goldberg & Company are the Proprietors, Mr. M. Goldberg being the President and Mr. M. F. Aronhime Secretary—men who endeavor in every way to conduct the business according to fair and square methods.



National Exchange Bank Building

ROANOKE HARDWARE COMPANY, INC.—This is one of the large and successful wholesale and retail concerns in ROANOKE. It is located at 22 Campbell Avenue West, and extends through the block to 21-23 Kirk Avenue West. Two large buildings are occupied, each three stories high, thirty by ninety feet and fifty by eighty-seven feet in dimensions. Employment is given to eighteen people, and a number of traveling men cover the large portion of Virginia, West Virginia, and North Carolina. The Company has an immense stock, including everything in general hardware, iron, mine, and mill supplies, pipe and fittings, guns, ammunition, cutlery, paints, oils, etc. The stock carried comprises the very best goods in all departments. The Company has a capital of fifty thousand dollars, and its officers include W. B. Clemer, President and General Manager; J. S. Perrow, Vice President; S. F. Woody, Secretary and Treasurer. These gentlemen are all deeply interested in ROANOKE and hope to see the city grow to seventy-five thousand by 1920. This Company has wonderful resources and unlimited credit, and has the best inducements and the best goods to offer the trade. It is doing much to establish the prestige of ROANOKE as a desirable wholesale center and source of supplies.

THE NATIONAL EXCHANGE BANK—Capital, \$300,000.00. Surplus-Profits-Reserve, over \$400,000.00. Deposits, \$2,218,260.88. Total Resources, \$3,253,775.07. This institution covers the whole field of prosperous and progressive banking. It is a great institution—old, solid, and useful. It was organized in 1889, and has proved a rock of safety amid every financial storm that has blown. Its steady, constant, and remarkable growth can best be appreciated when one glances at its statement. The bank's whole policy has been progressiveness, and it always realizes that its first duty is towards its depositors, and it, therefore, maintains at all times a strong cash reserve. It is a designated depository of the United States, State of Virginia, County of Roanoke, and City of ROANOKE. This bank is strong enough to be above temporary excitement, and, therefore, in soliciting your accounts, it places the most advanced accommodations at the disposal of its customers. Its officers and directors are prominent men of affairs, well-known capitalists, and successful business men. Officers—T. T. Fishburne, Chairman of Board; J. B. Fishburne, President; Lucian H. Cocke, Vice President; Edward L. Stone, Vice President; E. B. Spencer, Cashier; T. L. Engleby, Assistant Cashier. Board of Directors—J. B. Andrews, James C. Cassell, J. B. Fishburne, R. H. Fishburne, T. W. Goodwin, A. E. King, I. J. Meals, E. B. Spencer, Edward L. Stone, J. L. Vaughan, E. Wile, W. K. Andrews, L. H. Cocke, T. T. Fishburne, F. E. Foster, L. E. Johnson, W. H. Lewis, S. B. Pace, W. C. Stephenson, F. B. Thomas, J. R. Weaver, James P. Woods, John B. Newton.

BALLOU FRUIT COMPANY—This is one of the successful wholesale houses in ROANOKE, and the business has been established for the past ten years. The company makes a specialty of carload shipments to all points throughout the North and South. The company has the best facilities, handles the very best grade of fruits, and produce of all kinds, and sells at lowest market quotations, and the house is essentially in a position to offer unsurpassed inducements to the trade. Mr. C. E. Ballou is at the head of the enterprise, and he has made a thorough study of the business, and has thoroughly accomplished the art of conducting the business with success. He is strictly reliable in his dealings, and is widely known throughout the South.

J. I. NOEL—This gentleman devotes his time to cleaning and tailoring, and makes a specialty of repairing and altering of all kinds. Mr. Noel is a well-known citizen of ROANOKE, having resided in the City for the past six years. He understands the business thoroughly and is giving perfect satisfaction to the trade. All work is executed and guaranteed to be right. The place is located at 105½ Henry Street, between Salem and Campbell avenues. Mr. Noel solicits your patronage and his charges will be found to be very reasonable. All the little courtesies that pertain to the business are extended to the trade, and this is a good place to take your garments to be fixed up.

CRYSTAL PALACE BARBER SHOP—Pool and billiard parlor, cigars, tobaccos, etc., 11 South Jefferson Street. This is the finest and most popular place of its kind in ROANOKE. Its equipment includes eight handsome pool and billiard tables, and the barber shop contains five modern chairs. The very best barbers in the City are employed and the best trade in the City finds its way to this establishment. The line of tobacco and cigars is very complete, comprising all the famous and popular brands. Mr. Joseph H. Hanna is the proprietor, and he is ably directing the enterprise, for he knows how a business of this kind should be conducted. Mr. Hanna is popular and successful and has many friends. He is one of the prominent business men of ROANOKE and never loses an opportunity to speak a good word for the City. When you visit ROANOKE, be sure to visit this handsome parlor and spend your leisure moments playing the interesting games of pool and billiards, and get an easy, first-class shave on the side. Mr. Hanna also owns and operates a handsome pool and billiard parlor on Campbell Avenue, just east of the Ponce de Leon Hotel. He recently opened up this place, but its success is already assured, as it is being liberally patronized by many of ROANOKE'S leading citizens as well as the best class of the traveling public.

BARKSDALE CIGAR CORPORATION—Peter Barksdale, Manager. This business is located at 110 West Campbell Avenue, and has been established since April of the present year. The business has rapidly forged ahead, and to-day it is headquarters for many of the people in this City for high-grade cigars and tobaccos, comprising all the leading brands. There is also carried a very fine line of high-grade candies and confectioneries and bottled soda waters. There is also a soda fountain where delightful drinks can be had. Mr. Barksdale, the General Manager, is one of the best known young men in the City. He is known by almost every one, for he was connected with the street car company of ROANOKE for a period of sixteen years and four months. He invites all his friends as well as visitors to the City to make his store their headquarters and meeting place. Mr. Barksdale believes that ROANOKE is a wonderful City with a wonderful future.

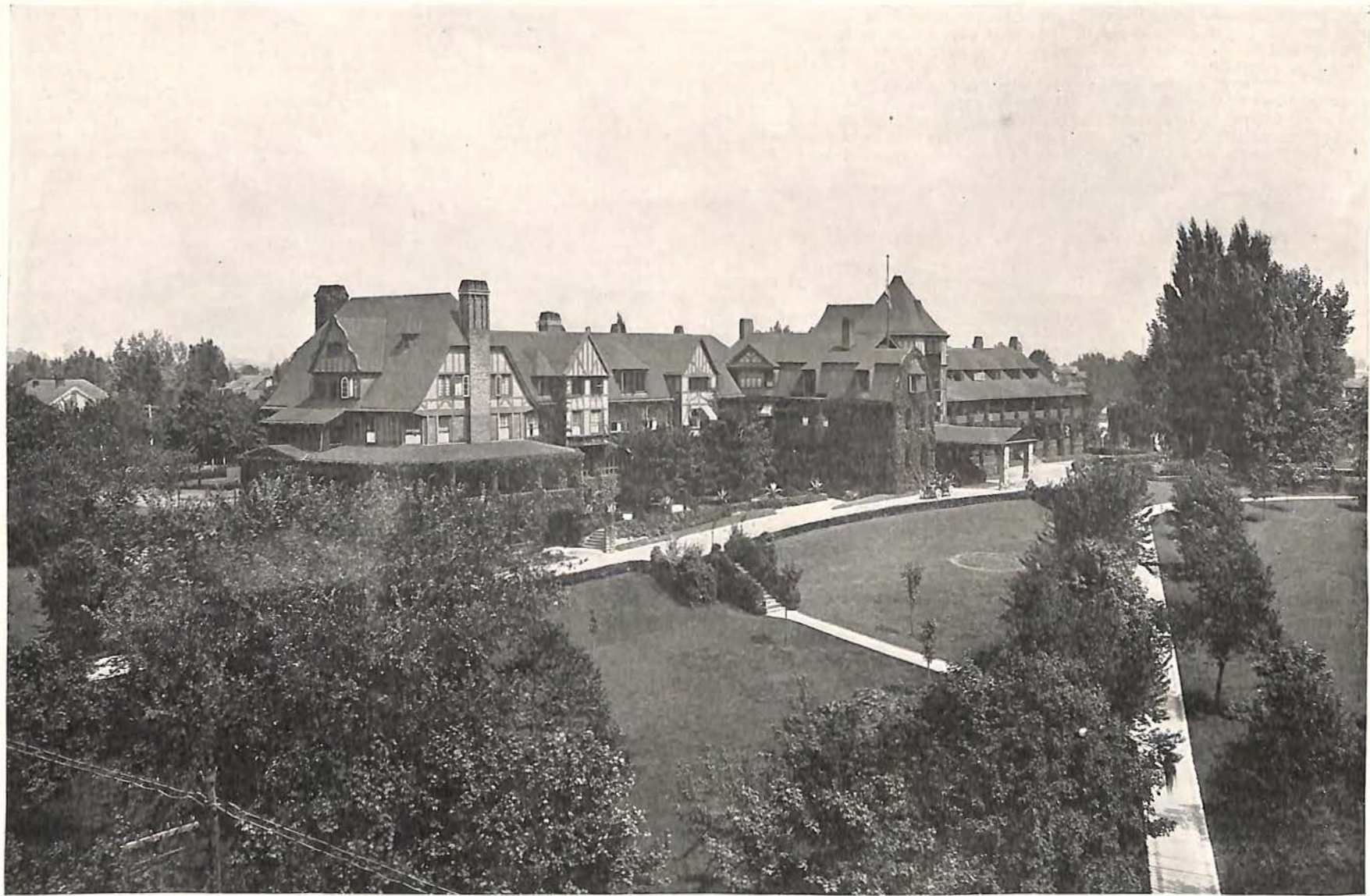
H. L. G. HENSEL—Tailor, 114 Campbell Avenue West, Lock box 333. Mr. Hensel's proficiency as a tailor is well recognized by the people of ROANOKE, as he has been following the business here for the last twenty years, or ever since 1890. He is an expert cutter, and expert in the art of making a perfect fit. He is thereby enabled to guarantee each and every garment bearing his label to be free from imperfections in material and workmanship, made of reliable fabrics only, thoroughly sponged, shrunk, and refinished, and tailored by the best skilled journeymen. A perfect fit is also guaranteed, and garments are made according to the very latest style. Mr. Hensel is an authority as regards style and high-class tailoring. His prices are also the most reasonable. He is honorable in his dealings and you are sure of satisfaction when you patronize him.

PETERS & MOSELEY, INC.—Reliable footwear, No. 9 East Campbell Avenue, next to Terry Building. There is nothing more beautiful than a shoe that fits, and nothing gives greater satisfaction than footwear purchased from this reliable firm. This is an incorporated Company and has plenty of capital and a good rating. The men are all responsible. Mr. W. J. Wilkinson is President; Mr. Louis H. Blair, Jr., Secretary; and Mr. J. A. Moseley is the Treasurer and active Manager. The business was established in 1908 and is a success. The firm carries a complete line of the famous Battle Axe shoes, and we find the prices here very low. In fact, the firm has completely revolutionized prices on footwear in ROANOKE. There is also a very complete line of hosiery and hats carried in stock. You are invited to give this store a visit. Mr. Moseley, the Manager, is a young man and popular with his many friends and patrons.

HOTEL ROANOKE—Fred E. Foster, Proprietor. No hotel south of New York is so magnificent in its proportions, so thoroughly equipped to care for the comforts of tourists and commercial travelers, and we venture to say that the erection of no hostelry has ever been accompanied by so much care and study, and insistence on having everything that a modern hotel should have. The Hotel Roanoke is a handsome specimen of Queen Anne architecture, with broad piazzas, sun parlors, etc., with a beautiful arrangement of palms and plants. The hotel stands within its own ornamental grounds of some ten acres, which are beautifully laid out with well-kept walks and driveways, fountains, flower beds, shrubbery, and hedges. The illustration which appears in this publication gives the reader a splendid idea of what a magnificent and charming place it really is. In appointments, it is strictly modern, and every element that makes for better living finds apt expression in this hotel—from the ground floor to the very dome. The management takes a pardonable pride in the refinement and distinction of its clientele, and has established a reputation for catering to persons of discrimination. Mr. Fred E. Foster, the proprietor, has spent some thirty-five years of his life in the hotel business, and has been connected with the Hotel Roanoke since 1888. He therefore, knows how a fine hotel like this should be conducted, and we cannot speak too highly of the special arrangements that have been made for the comfort of guests. It is the officially appointed hotel of the American Motor League and the Automobile Club of America.

OAK HALL CLOTHING COMPANY—This business has been established for the past quarter of a century and its history is closely interwoven with that of the City. The growth of the house has been marvelous, and its great size of today, in comparison with the beginning twenty-five years ago, is as the acorn to the giant oak, while the customers and friends of the house are numberless as the leaves upon the tree. This establishment is an ornament to ROANOKE, for it represents the true spirit upon which the City's prosperity and advancement has been erected. The stock is not only immense, but it contains goods that are reliable in every fiber, and are exactly as they are represented to be. We find here the most picturesque showing of all the latest styles and novelties of the season. Whatever is being worn in New York, Paris, and London, the same can be found at "Oak Hall." The stock is made up of famous makes, such as Kuppenheimer clothes, Stetson hats, Hanan shoes, etc. This great store is in the very heart of the City, runs through an entire block, and has two entrances—20 Salem Avenue and 21 Campbell Avenue West, and all are welcome to use "Oak Hall Street." The proprietors of this highly successful and prosperous company are Mr. M. Rosenberg and his three sons, Sol, Harry, and Lake, all well-known and prominent citizens, great believers in the future of ROANOKE, and they hope to see the City grow to seventy-five thousand population by 1920. While you watch ROANOKE, just keep your eye on the "Oak Hall," too.

THE H. H. TURNER COMPANY—Modern decorators, wholesale wall paper, paints, oils, varnishes, water colors. This firm makes a specialty of high-class decorating and the business is carried on to a high degree of perfection—modern, progressive, and enterprising. Mr. H. H. Turner is an expert in this line, having had some twelve years of practical experience. He has been conducting this business for ten years and has a large and growing patronage. He employs a large number of skilled decorators and paper hangers. Estimates cheerfully furnished for work of any magnitude, and all orders are carried out promptly and in a highly satisfactory manner. Mr. Turner desires to impress upon the public that his prices are no higher in his exclusive store than they are elsewhere, and that he carries the most exhaustive line in the City. Mr. Turner is a native of Virginia, and during his long residence here in ROANOKE has become well and favorably known.



Hotel Roanoke

ENGLEBY ELECTRIC COMPANY—Gas and electric fixtures and supplies. Electrical contractors, No. 9 Salem Avenue, ROANOKE, Virginia. Electricity is the very essence of the twentieth century spirit. It moves our cars, lights our houses, furnishes power for our factories, transmits our messages, and in many other ways has come to be so indispensable that when we stop to think, we wonder how we ever got along without it. But it is also a dangerous thing and can only be handled by men who know how, and who have spent years of study and experience in connection with the work. Mr. W. R. Engleby, who is the promoter and proprietor of the above prominent and successful company, is an electrical engineer of unusual ability. He has had wonderful and notable success, and has executed many important contracts among which can be mentioned the new First National Bank Building. He has become regarded as one of the leading electrical contractors in ROANOKE, and he operates every department of the business from wiring to complete installation of electric plants. As we have said above, electricity is a dangerous thing, therefore, be sure your man is on to the job. When you employ the Engleby Electric Co., there is no need of worry or trouble about the future. He employs a number of expert men who are skilled electricians, and he carries in stock a very complete line of gas and electric fixtures of all kinds, and general supplies.

WAYNICK FURNITURE COMPANY—Mr. J. H. Waynick is at the head of this enterprise, and he established the business here about fifteen months ago. He formerly resided at High Point, North Carolina, and has a wide experience in the furniture business, thoroughly familiar with styles, and the general requirements of the trade. He has plenty of money at his command, and is in a position to offer the very best inducements to his customers, so, whether you have much money or little money, and desire to purchase strictly first-class furniture, call and have a heart-to-heart talk with Mr. Waynick. He is located at 128 and 130 Salem Avenue East, and has telephone 1195. He carries an elegant line of furniture and stoves of all kinds, and a general line of house furnishings. Mr. Waynick's business is growing rapidly, and the success of his enterprise is another evidence of the fact that ROANOKE is a fine, prosperous, and growing City. Mr. Waynick is well pleased with the Magic City, and is doing all he can to make ROANOKE bigger and better.

HARRIS BROTHERS—"Monticello Bar," 14 East Salem Avenue. This high-class bar has been established for the past four years, and its reputation is well known throughout the Virginias. It is one of the best conducted bars in the United States, and if all institutions of this character were conducted on the same high plane as this one is, there would be no need for all this prohibition talk. Only high-class liquors are served, only the best class of trade is catered to, and no evil conversation is permitted, and, therefore, those who patronize Harris Brothers are in good company. The members of the firm include Mr. J. M. Harris and Mr. C. L. Harris, both of whom are young men highly popular and highly esteemed by all who know them. They are deeply interested in ROANOKE, always have a good word for the City, and are doing all they can for the upbuilding of the community.

B. O. MAYS—There are many first-class liquor houses in this City and among the very leaders we find Mr. B. O. Mays. He has been identified with the trade for a period of fifteen years during his twenty-three years residence in ROANOKE, and it is almost useless to state that he knows the trade and its requirements. His vast experience is of greatest importance to him, when it comes to the purchase of stock. He knows liquors like a school boy knows his A, B, C's. He knows just what liquors are best, and is never misled by fancy named brands. Therefore, you can take Mr. Mays's judgment and let him fill your orders with what he thinks is right, and you are sure of absolute satisfaction. He carries a very complete stock of foreign and domestic liquors, cordials, ales, brandies, tobaccos and cigars. Polite bartenders are in charge, and the trade is extended every courtesy. Mr. Mays is a native of Virginia and thinks ROANOKE the best and grandest City in the State.

C. E. PEDIGO—Wholesale and retail fancy fruits and vegetables. This gentleman, located on Market Square, is one of the well-known merchants of the City. He has built up an enormous wholesale and retail trade in fancy fruits and vegetables, and he has developed an exceedingly large patronage among the hotels and restaurants of the City. He makes a specialty of this trade, and handles just the class of goods especially demanded. Mr. Pedigo has plenty of capital with which to conduct the business successfully, and he is meeting with success. He also owns and operates the Virginia Brokerage Company, merchandise brokers and purchasing agents. His 'phone is No. 832 and post-office box 135. Mr. Pedigo is well known to the trade and has made a thorough study of the business, and is in a position to entirely satisfy the wants of his patrons under the most favorable conditions. Mr. Pedigo thinks ROANOKE is a mighty fine city and is doing all he can to help develop the best interests of the community.

SEIFERT & GILMAN—Electrical contractors, 'Phone 740. 323 Commerce Street Southwest. Established September 15th, 1910. The members of the firm are Mr. M. H. Seifert and Mr. L. B. Gilman. They have had many years' experience in this line of work and thoroughly understand the business. Mr. Seifert is a native of Pennsylvania but has resided in Virginia for twenty-three years, and came to ROANOKE seven years ago. Mr. Gilman is a native of Richmond, Virginia, and has been in ROANOKE for the past two years. They are starting out their business under the most favorable auspices, and there is no doubt but that they are going to succeed. They are expert electricians and personally look after the execution of all work. Repairing is a specialty. Estimates are cheerfully furnished, and we may state just here, there is no job too large and no job too small to receive their careful notice. They are located at 328 Commerce Street for the present but expect to move shortly to larger and more extensive quarters. We predict for this firm a very bright future.

J. B. GREENWAY—Auctioneer and dealer in new and second-hand furniture and general merchandise, 107 Salem Avenue and 108 Market Square. Mr. Greenway is generally recognized as one of the best men in the business in the entire South. He is the only licensed auctioneer in ROANOKE. He conducts sales daily at his place of business and also gives special attention to out-of-town sales throughout the Virginias. In fact, he is ready to go anywhere where there are goods to be auctioned and where they want a good, first-class auctioneer. Otherwise, Mr. Greenway will not go. His business is old established, originally started by his father some fifteen years ago. Mr. Greenway has had an interest in the business for about ten years, and has been sole proprietor for the past three years. The premises are well adapted to this line and there is constantly on hand a magnificent stock of all kinds of new and second-hand furniture, stoves, and general house furnishings. Mr. Greenway is a popular and progressive citizen and is deeply interested in the general welfare of the City. If you are looking for rare bargains, the J. B. Greenway store is the place to go.

BLAIR MACHINERY COMPANY—132 Salem Avenue East, dealers in engines, boilers, sawmills, and all kinds of heavy machinery. This is one of the most reliable and successful business concerns in ROANOKE, and Mr. C. D. Blair is the manager. He has built up a magnificent business which covers this entire section of the State, as well as some parts of West Virginia. He represents the most famous manufacturers in the world, including Nichols and Shepard Company, Westinghouse Company, Enterprise Manufacturing Company, Hench & Dromgold, Salem Iron Works, Appleton Manufacturing Company, Monarch Corn Mills, James Ohlen & Sons Saw Manufacturing Company, and others. He deals in second-hand and rebuilt engines, wood saws, feed cutters, grinding mills, wind mills, towers and tanks, log and farm trucks, well drills, gasoline engines, corn huskers, logging cars for pole or steel rails, grate bars for any sized engine, and all other goods pertaining to this line. Mr. Blair has made a thorough study of the business, fully understands the requirements of the trade. Mr. Blair always has a good word for ROANOKE and is doing all he can to help make the City bigger and better.



Market Square, Looking East

FRANK H. FITCH—Wholesale fruits, vegetables, and produce, 208 Market Square, 'phone No. 850. No review of the City would be complete without notice of the doings of this flourishing and successful firm. The business has been established for a number of years, and no house engaged in the wholesale trade in this City is more widely known than that of Frank H. Fitch. This firm transacts a very heavy shipping business, making a specialty of car lots and dealing in all kinds of foreign and domestic fruits, vegetables, and country produce generally. The business covers the entire territory adjacent to ROANOKE. Mr. Fitch is one of the representative citizens of ROANOKE, and is deeply interested in the general welfare of the City, and, like all of us, believes that ROANOKE has a wonderful future.

YOST-HUFF COMPANY—Wholesale and retail dealers in carriages, buggies, wagons, agricultural implements, farmers' supplies, harness, grass seeds, fertilizers, etc. This is one of the leading and prominent concerns of ROANOKE. The business has been established for fifteen years and an enormous trade has been developed. The premises occupied includes a modern building, fifty by two hundred feet in dimensions and three stories high. The general stock includes the best line of goods that can be bought, and the assortment is so large that there is no trouble to select just the desired article. Many of the best farmers and planters throughout this section of Virginia make this house their purchasing headquarters, and have done so ever since the business was established, and the reason for the wonderful success of the Yost-Huff Company is their many well-pleased customers. In addition to agricultural implements, farmers' supplies, wagons, harness, etc., this company handles a full stock of automobiles, having the agency for the famous Ford and Warren—Detroit cars. The officers of the Company are Mr. W. P. Huff, President; L. Nininger, Secretary and Treasurer. The location is 12-14 Church Avenue.

W. J. FORD—Wholesale and retail dealer in all kinds of fresh meats, No. 3 Market Square. The name of W. J. Ford is well and favorably known throughout ROANOKE. He established his present market here about a year ago, and he has developed a patronage second to none. He has a select trade among people who appreciate the finest of meat products and first-class service. Mr. Ford runs a clean market, and he handles his meats according to the requirements of sanitary regulations and pure food laws. His prices are reasonable, and his patrons are sure of the very best service. Mr. Ford solicits your patronage and guarantees satisfaction.

GEO. T. HORNE—Importer and wholesaler, millinery and cloaks, 214 Salem Avenue. The City of ROANOKE has become known throughout a large part of the South as one of the greatest wholesale centers in this part of the world. The wholesale trade is growing rapidly and new houses are constantly being established. The facilities and advantages offered here for the wholesaler are constantly being improved. The railroads and freight rates are favorable to the city. The leading wholesale house in the line of millinery and cloaks is that conducted by Mr. Geo. T. Horne. The business was established several years ago at Rocky Mount and came to ROANOKE in January, 1910, and has flourished from the very first day. Of course, the proprietor has had a long experience and is a practical man of affairs, and knows the requirements of the trade. He is also thoroughly up to date as regards the style and character of this special line. He is successfully meeting all competition as regards style, quality, prices, and terms. A number of traveling men represent the house on the road throughout the Virginias and Carolinas. The premises occupied include a modern three-story building. This is, indeed, a strictly reliable, growing, and prosperous house and has a bright future. It is another fine demonstration of the success and advantages of ROANOKE as a wholesale center.



Market Square, Looking West

J. H. MARSTELLER—Manufacturer of monuments, tombstones, and statuary; dealer in hardwood mantels, tiles, and grates. This business has been established since 1887 and has grown to be the largest and most important house of its character in this part of the world, and ROANOKE is, indeed, very proud of the institution. Mr. Marsteller has developed a trade which covers large portions of Virginia and West Virginia, Kentucky, Tennessee, and North Carolina. He gives employment to a large corps of skilled workmen in the plant, and has many representatives taking orders. The business is on a solid foundation and the very best inducements are offered to the trade. His line is unsurpassed in every particular. The office and salesroom is located at No. 21 East Campbell Avenue. This house has had much to do with the development of ROANOKE and in attracting attention to this city as a manufacturing and distributing center. Within the past year he has also purchased an old established monumental plant at Lynchburg, Virginia, which is now in successful operation and will soon be one of the important industries in that city. Mr. Marsteller is one of ROANOKE'S prominent citizens and is deeply interested in the general welfare of the community.



THE MARSTELLER MOTOR COMPANY—Automobiles and accessories, 16 East Church Avenue. This first-class company was established in June, 1909, and it is rapidly making itself known as the "Model Garage," and is building up an enormous business because it represents several of the best cars ever made, and because, further, it is managed by a man who knows all about automobiles and can convince you of that fact while you stop and listen. This is in reality the finest and best equipped garage in the South and is the only thoroughly fire-proof automobile storage in Virginia, and is one of the stops on the national highway between New York and Atlanta. It is equipped with turntables, electric elevator, individual locker system, up-to-date repair shop with modern machinery, drop pits, and traveling crane; ladies' resting room, chauffeurs' room, etc. A complete line of accessories and complete line of tires always carried. Every department of the business is conducted—selling, renting, storing, and repairing. The Company represents the following cars: Chalmers, Hudson, Corbin, and Hupmobile—just the cars for this section of the country, cars that never fail in a mountain climb. The Manager is Mr. Wm. C. Bringman. The Proprietor, Mr. J. H. Marsteller, is one of the best known men in this section. He owns much valuable property and his business interests are numerous.



Drug Store of Byrne & McCorkle

BYRNE & McCORKLE—Drugs and medicines. Prescription work carefully compounded. Stationery, fancy goods, toilet articles, perfumery, cigars, etc., 207 Jefferson Street South. This store has the reputation of being the handsomest in the City. It is new and strictly up-to-the-minute in its equipment. All the up-to-date and progressive ideas known to the drug business are in service. The fixtures are fine and modern, and everything about the establishment is neat, clean, attractive, and elegant. There is a handsome soda fountain in charge of a skilled attendant, where the most delightful drinks of the season are served. Then there is a special department of the store reserved and especially fitted up for the accommodation of ladies who desire to drop in for a rest, address their postal cards, or write a letter if they so desire, and to meet friends. Every courtesy is extended to their patrons, and it is the purpose of the proprietors to make their store the headquarters and meeting place of all the best trade in the City. Prescriptions are accurately compounded and are doubly checked. This new and handsome store was opened on the first of September, but it has already forged ahead to the very front ranks. The proprietors are Mr. C. F. Byrne and Mr. W. M. McCorkle, both of whom are druggists of long experience, and they are men of most excellent standing in both social and business circles of the City.

EAGLE CLOTHING HOUSE—This great house is located at 24 Salem Avenue West, and the Manager, Mr. S. Silverman, is one of the most widely known and successful clothiers in ROANOKE. The business has been established here for twenty years this coming January, and throughout this long period the most perfect satisfaction has been given to patrons. Mr. Silverman knows how to manage and to successfully direct a great store like this. He personally looks after all sales, and this is one of the many reasons why you are absolutely sure of satisfaction when you trade here. He never lets a suit go out of his store unless it is made to perfectly fit the man to wear it. The manufacturing department of this great house is located in Baltimore, Maryland, therefore, when you buy goods of this concern, you save middlemen's profits and get clothing cheaper than at any other place in the City. Mr. Silverman has always had great faith in ROANOKE and believes the City has a wonderful future.

S. SHERR—Merchant tailor, for ladies and gentlemen, 15 Campbell Avenue West. Mr. Sam Sherr, the proprietor of this house, is a clothier who knows his business. He has made it possible to make you a complete outfit to order, tailored according to the very latest style, for the very low and unheard of price of \$13.95. When our reporter visited his place he found on display an elegant line of suitings of all kinds, from which desirable selections may be made, and just take your choice for \$13.95. Of course, in another department Mr. Sherr has other fine suitings, and can turn you out an up-to-date, and as fine a suit of clothes as you can find in the City, and at any price that you desire to pay. He makes a specialty of fine wedding garments as well as up-to-date dress suits, etc. But his great leader is \$13.95. Mr. Sherr is a young man, enterprising and full of business. He established this shop in April, 1910, and his trade is growing.

FRANK E. BROWN—This is a very important house, and the leading business of its kind in ROANOKE, and has been established since 1890. Mr. Brown deals very extensively in all kinds of hides, tallow, wool, furs, ginseng, dried fruit, feathers, beeswax, flaxseed, and country produce of all kinds. He is located at 111 East Campbell Avenue Market Square, where a spacious building is occupied. Mr. Brown pays the highest market prices, and don't forget **BROWN, HE PAYS THE FREIGHT** on direct shipments of hides, wool, and dried fruits of over one hundred pounds, and charges no commission or drayage, making prices net the shipper. Mr. Brown has always conducted his business according to the most honorable principles, and he has many patrons to whom he refers as well as the First National Bank. Mr. Brown is deeply interested in the general welfare of Roanoke, and thinks the City has a wonderful future.

TURNER & COMPANY—Fancy grocers. This firm is located at 725 Franklin Road and 333 Eighth Avenue Southwest. It is one of the best houses in ROANOKE. It has been established for ten years. The trade is among our best people and two delivery wagons are required to make deliveries throughout the City. Their 'phones are 377 and 286, and all orders are promptly filled and delivered. The store is neat and clean, very attractive and inviting, and the stock includes all that is good in the line of staple and fancy groceries, teas and coffees, canned and bottled goods, and table delicacies in every particular. At this store the very choicest goods can be had at all times. The proprietors are Messrs. J. A. Turner and W. L. Wilhelm, both of whom are popular and enterprising young men. They have a thorough knowledge of the business, are pleasant to deal with, and are a decided success.

FARMER'S CASH GROCERY—This is one of the notable enterprises of the City, and makes a specialty of staple and fancy groceries. The store is under able management, and here is found a strictly first-class stock of staple and fancy groceries, and country produce, fruits, and vegetables and high-class table delicacies of all kinds. The business has been established for three years. Mrs. W. G. Guerrant is the proprietress. She also runs a first-class boarding house at 112½ East Campbell Ave., in a new building. The rooms are handsomely furnished, and the place has every convenience, including electric lights,

porcelain bath tubs, etc. The table is well spread with everything good to eat. Those who stop with her are well pleased with the accommodations. Prices reasonable. It will pay you to buy at the Farmer's Cash Grocery where you can save money. Address, 110 East Campbell Avenue.

S. H. KRESS & COMPANY—5, 10, and 25 cent store. This store is a prominent link in one of the greatest chains of stores in the world. Here we get the greatest values on earth for five, ten, and twenty-five cents, and in addition to staple lines, we find all the latest novelties and bric-a-brac which cannot be found anywhere else. "Prompt service, courteous treatment, and absolute satisfaction" seems to be the motto, and judging from the crowds of happy shoppers that daily throng this popular store, the Company evidently lives up to the motto in every respect. The Company operates large stores in some one hundred and fifty of the principal cities of the South and West. General purchasing headquarters are maintained in New York City, and the entire output of many factories is exclusively handled by the Company. The ROANOKE store is a great success and has a well-established reputation and patronage. Mr. E. L. Dailey is the local manager.

ROBERT PORTNER BREWING COMPANY—C. S. Johnson, Agent, high-grade beers, soda and mineral waters. Much has been said and much has been written in favor of this, the largest brewery in the South, located at Alexandria, Virginia, with one of the most successful branches established in ROANOKE, and which has been under the able management of Mr. C. S. Johnson for the past eight years. It is safe to say that no other Virginia product is more widely known and generally used than this Company's beer. This healthful beverage is made of pure malt and hops, subjected to brewing processes, which long experience and scientific study have shown to produce the most perfect results. Several years ago, a leading American journal of health announced the result of a recent analysis of the Portner beer, purchased on the open market. We quote as follows: "The ingredients of this beer were found to be absolutely pure, and because this is so, it receives the unqualified endorsement of this journal as a beverage, worthy of the confidence of the consumer. It is free from anything that can possibly harm the system, for it contains only those ingredients which are known to be nutritious and beneficial. Scrupulous cleanliness prevails throughout the entire plant from cellar to roof. The large capacity of the storage cellars gives ample facilities for storing the beer under an even temperature until it becomes mellowed by age, making it of even quality and of unequalled flavor." The special brands are the "Vienna Cabinet," "Standard," "Tivoli," and "Hofbrau." It is gratifying to ROANOKE people to know that this celebrated brewery has a branch office and storage depot in the City, and that the manager is so well known and highly esteemed. A finely equipped bottling plant is also operated here for the manufacture of soda waters. It requires a large force of employees, and five delivery wagons are necessary to take care of the large business transacted. Agent Johnson is a thorough gentleman, has gained the confidence of the trade and enjoys a high standing in the community. He loves ROANOKE and hopes to see the City reach a population of seventy-five thousand by 1920.

S. K. BITTERMAN—This gentleman is a dealer in fine wines, liquors, and tobaccos, and has the reputation of conducting one of the handsomest pool and billiard rooms in the City. The location is at the corner of Salem Avenue and Commerce Street, with telephone number 400. Mr. Bitterman is one of the oldest dealers here, having been established for twenty-one years, and has occupied his present location for thirteen years. He is a practical and enterprising business man, is regarded as an expert judge of liquor, conducts his business according to the highest ideas, and justly merits the conspicuous success he has achieved. He has made his business popular by strictly adhering to the old-time fair and square methods. His greatest aim has always been to please and satisfy each customer and to treat all alike, both rich and poor, with courtesy and consideration. His store is the home of honest liquors and honest values.

CALDWELL-SITES COMPANY—Wholesale and retail booksellers, stationers, engravers, and printers. Many and diversified industries contribute to the sum of ROANOKE'S prosperity, and in the record of the commercial progress of the City, the history of the Caldwell-Sites Company has a prominent part. This Company has operated a great business in ROANOKE for some fourteen years, and the house is the most important of its kind in this part of the South, and both a wholesale and retail business is transacted. The wholesale department is located at 114 East Campbell Avenue, and the stock carried is unsurpassed for completeness and variety of high-class articles. A number of traveling men represent the house on the road throughout this and adjoining states. The retail department is at 105 Jefferson Street, and is regarded as one of the mercantile show places of the City. It is a handsome store and the stock is handsomely arranged. There is a feeling of satisfaction when one deals here, in knowing that whatever he or she may purchase is all right and that no better article can be had anywhere for the price. The line includes books of all kinds, high-grade stationery, office and school supplies, Fox visible typewriters, Macey filing cabinets and sectional bookcases, Underwood duplicators, sporting goods, cut glass, and fine china. The members of this prosperous and progressive company are Mr. D. P. Sites, who is in charge of the business in ROANOKE, and Mr. C. R. Caldwell, who resides in Staunton, in charge of a similar store the Company operates in that city.

NEW CENTRAL HOTEL—This is a strictly new and up-to-date hotel, newly furnished throughout, and is most centrally located at 124 Campbell Avenue West. The hotel contains a number of rooms, all attractive and cheerful and steam heated throughout. The rates are, indeed, very reasonable—fifty cents, seventy-five cents, and one dollar per day. A first-class dining room is operated in connection, and guests can here obtain anything in season that the market affords. Mr. J. M. Wray is the proprietor, and is a hotel man of experience, and sees to it that his guests receive perfect satisfaction and all the little comforts that go to make life pleasant. The hotel contains a large reception hall and writing room, and altogether, this hotel is a most attractive and desirable place to make your headquarters while in ROANOKE.

C. E. SHANK—Foundry, stove repairing, etc. This prosperous and successful enterprise is located at the corner of Gainsboro and Fifth Avenues Northeast. Telephone connection 254. It is the most complete enterprise of its character in this neck of the woods, and has been established for the past fifteen years. The plant is perfectly appointed and all kinds of foundry work is executed as well as general stove repairing of all kinds done at the house on short notice. Just call Mr. Shank over telephone 254, and he will come running in haste. All work fully guaranteed. Just give him a trial. His prices are reasonable, too. Mr. Shank has spent more than thirty years of his life in this special line of work, and was connected with the Norfolk & Western Railway for eighteen years. He is a native of Hagerstown, and came to ROANOKE in 1883, and, of course, thinks there is no other place just so good as the Magic City.

JOHNSON GROCERY COMPANY—Dealers in general merchandise, 402 Third Avenue Northeast, with telephone connection 1275. Mr. M. A. Johnson is the proprietor, and he has been established in the business since 1887. He is, therefore, one of the oldest and best known merchants in ROANOKE. He has a magnificent business, and keeps two wagons busy making deliveries. He carries a general line of groceries, dry goods, notions, shoes, produce, flour, and all kinds of high-class table delicacies. Mr. Johnson is strictly reliable in his dealings, and has built up his great business by making the interests of his customers of first consideration. Many of his customers have been dealing with him for years. Mr. Johnson extends every courtesy that is possible to the trade, and, altogether, this is a strictly first-class house in every regard. Mr. Johnson is deeply interested in the general welfare of ROANOKE, and thinks the City has a bright future.

THE HANNA-HALL OPTICAL COMPANY, INC.—Manufacturing opticians, 16 Campbell Avenue West. This is one of the leading optical concerns in Virginia, has been established for many years, and is accurate and reliable. The Company has the reputation of the very best, and three stores are operated in the cities of ROANOKE, Richmond, 211 East Broad, and Norfolk, 53 Granby Street. The house in ROANOKE has a complete grinding plant on the premises, and the business has been established in this City for the past three years. A very large practice has been built up. A specialty is made of oculists' prescriptions, new Hoco nose piece, Kryptok and Toric lenses. A full line of cameras and supplies is also carried and special attention is given to amateur finishing by one who knows how. Mr. F. C. Hanna, optician and general manager of the business, has had sixteen years of practical experience, and before coming to ROANOKE he was located in Atlanta, Georgia, for four years with one of the most reliable and famous houses of the South. Mr. Hanna is a great believer in ROANOKE and thinks the City has a wonderful future. He is a gentleman of most excellent standing in business and social circles, and as an optician he occupies the position of leadership.

G. W. COPENHAVER—The horseshoer. Special attention given to riding and driving horses. No. 106 Luck Avenue Southwest. There are a good many horseshoeing shops in this City, some of which are reliable and some are not. It is our purpose in this review to call the attention of the public to some of these concerns which are, in our judgment, worthy of public patronage at all times. Following out these ideas, we do not hesitate to say that the above gentleman is a skilled and thoroughly capable horseshoer, and can be patronized with the understanding that you are dealing with one who knows the business from the beginning and will treat you right. Mr. Copenhaver has been established six years, but he has had about eighteen years of practical experience and has made a wonderful success. All faults and diseases of the horse's foot are properly treated, and he is also highly gifted in making hand-made shoes suited to the special requirements of each animal. If you have a horse that has been abused, take him to Mr. Copenhaver, and in every instance he will soon have the horse squarely on his feet. You will find his prices reasonable and satisfaction guaranteed. Several skilled assistants employed.

E. A. HARDWICK—Plumbing and heating, 511 Commerce Street, 'phone 1041. Mr. Hardwick is one of the leading plumbers of the State, having had twenty years of practical experience. He is a native of Lynchburg, Virginia, and has been in ROANOKE for nine years. He established his business about thirteen months ago, and recently moved to his present location where he occupies a new, clean, and up-to-date establishment fitted up in first-class order and stocked with a handsome line of supplies, bath tubs, heaters, etc. At the present writing Mr. Hardwick gives employment to eight skilled workmen. Throughout his entire career he has always stood at the highest pinnacle for efficiency in all his work, and contracts entrusted to him are certain to be carried out in a manner that will be satisfactory in every way. He also gives special attention to repair work. Estimates cheerfully furnished.

VALLEY MOTOR VEHICLE COMPANY, INC.—Automobiles and supplies. Repair work a specialty. This splendid company has its home at 113 Luck Avenue, and contains modern equipment. The Company has the agency for the E. M. F. 30 and Flanders 20, also the latest model four thousand dollar Studebaker car. The Company has for its officers D. W. Persinger, President; W. M. Shickel, Vice President and Manager; James Frantz, Secretary. All are prominent, well-known men. Mr. Shickel has the active management of the business, and he is the right man in the right place and is meeting with success. The cars handled are among the best manufactured and they have given perfect satisfaction. This company has a well-equipped establishment and special attention is given to all kinds of automobile repairing by expert mechanics. When you get in trouble, just call up this company by 'phone 952.



Virginia College for Young Ladies

T. E. FRANTZ—Dealer in staple and fancy groceries, country produce, fresh meats, oysters, etc., corner of Eighth Avenue and Franklin Road. This is known as the "pure food store," and it is rightly named, too, as only the purest and best food products are handled, which stand the thorough test of the pure food laws. The store is clean and up to date and the goods are handled in the most sanitary manner, and here are found the very choicest of staple and fancy groceries, fine canned and bottled goods, in fact, everything that is pure and good to eat. Mr. Frantz established the business ten years ago, and has made a wonderful success. He has a system of free delivery that is pleasing every customer by its promptness, which, together with the class of goods sold at this place, is giving double satisfaction. Mr. Frantz is a native of this county, a young man and a hustler, and is one of the big advertisers of the City, but it is his personality that helps him most. He is as pleasant as the flowers in May, and so clever he would lend you his only umbrella in a rain storm. One trip to his store will make you go there the rest of your life. Dare you to go. 'Phones 180 and 188.

BUSY BEE RESTAURANT—This is a strictly high-class restaurant for ladies and gentlemen, and is located at No. 9 South Jefferson Street. It has a well-established reputation for high-class service, and the best people make this their headquarters when they want something good to eat. The place is handsomely appointed and is, indeed, a credit to the City of ROANOKE. The bill of fare contains everything in season, the prices are popular, and when you dine here you are sure of absolute satisfaction. The restaurant is most centrally located, convenient to the local as well as transient patronage. It will pay you to buy economical lunch tickets, representing \$1.25 for \$1.00. The place is kept open day and night, and the large patronage requires the employment of ten people. The cooks are highly skilled and the waiters are very polite and accommodating. Mr. James Georgiou is the proprietor, having bought the business about six months ago, coming here from New York City. He is thoroughly experienced in the business, reliable in his dealings, and well pleased with ROANOKE.

GUS VURNAKES & COMPANY—This is the fashionable resort of ROANOKE, where all the fine men and the fine young ladies go for refreshments. It is located at No. 19 Campbell Avenue West, and is headquarters for high-grade chocolates and bon bons, pure ice cream, and the most delightful soda waters in the City. Ice cream is sold in plain and fancy shapes of all kinds and a specialty is made of fancy package goods. This is one of the handsomest places in the South. It is most elegantly appointed. The ice cream parlor is spacious and attractive and the soda fountain is one of the finest in ROANOKE. Mr. Alex. Vurnakes is now the proprietor and able manager of the business. He has an expert knowledge of the candy and ice cream making industry, and is giving the trade perfect satisfaction. Mr. Vurnakes thinks ROANOKE is a mighty fine City and is doing all he can to help make the City grow.

MISS R. B. WALKER—Millinery, 108½ Salem Avenue West. This is an old established business and was recently purchased by Miss R. B. Walker. It was formerly known as Blanton's. The store has a good reputation, and it is not only a place where the most fashionable millinery can be had, but the prices are very reasonable. Miss Walker is content with small profits, and she personally looks after the management of her business and cordially invites the fair ladies of the City to visit her place and examine her line of goods closely. They will find all the latest novelties at prices that cannot be duplicated. Miss Walker is well pleased with her success this season so far, and there is every reason to believe that she has a bright future ahead of her.

C. A. W. BINGHAM—In this industrial review of ROANOKE, we desire to refer specially to this reliable and successful gentleman, who has been established in the City for the past eleven years, devoting himself to the high art of paper hanging and painting, making a specialty of decorating and relief work. He also deals extensively in wall paper and carries many attractive designs. Mr. Bingham has spent twenty-three years of his life in this special line, and he thoroughly understands how to execute a strictly first-class job. He gives employment to an average force of eight skilled workmen. He is very prompt in the execution of contracts, and his prices are reasonable. Mr. Bingham is a native of Charlottesville, Virginia, and has had twenty-three years of practical experience. His telephone is No. 1800-J. Calls promptly answered. Estimates cheerfully furnished.

J. G. BOOKER—Watchmaker and jeweler, 105 West Salem Avenue. Among the merchants who cater to the jewelry-loving trade, the name of J. G. Booker naturally comes to mind when one wishes to buy something artistic of undoubted quality and of late design. Mr. Booker has been established in the business here since April 15th, 1907, and he has forged rapidly to the front, building up a name and a reputation second to none. He is a young man and a native Virginian, and has made ROANOKE his home since 1902. He brings to bear upon his work a natural talent, and by reason of his good work, stands well among the skilled watchmakers and jewelers in the City. Special attention is given to high-class repairing. He carries a general line of watches and jewelry of the highest grade, handling only articles he can guarantee to give perfect satisfaction.

MUNDY BROTHERS LIVERY COMPANY—This high-class livery, sale, and exchange stable has been receiving much of the trade in this line for the past eighteen years. It is recognized as among the leaders. The present proprietors are Messrs. B. W. Mundy and H. G. Mundy, who bought out the business in June, 1909. They are conducting it according to the very highest standard and keep their carriages and equipment strictly up to date and in first-class order. A specialty is made of carriages for funerals and weddings. They have all kinds of vehicles and many of the best driving horses in the City. The premises occupied comprise a building of two stories, fifty by two hundred feet in dimensions, and every facility is in service for the conduct of a high-class business. The Mundy Brothers are well pleased with their success and are doing all they can to give satisfaction to their patrons.

HUMPHRIES & WEBBER—Dealers in drugs, medicines and chemicals, garden seeds, tobacco and cigars. This firm is prominently located on Market Square, and was established in January, this year, and already a large and flourishing trade has been developed. The store is one of the most modern, complete and perfectly appointed in the City. There is a modern prescription department where special attention is given to the compounding of prescriptions. At the soda fountain can be had all the popular drinks of the season. The general stock includes everything usually carried by strictly high-class drug stores. Mr. J. C. Humphries is the manager. He is a druggist of fourteen years' experience, and was formerly located in Richmond, Virginia. The other member of the firm, Mr. Joseph H. Webber, is also a druggist of long experience. They are well pleased with the success they have thus far achieved, and the future of their business is very bright.

A. M. AYERS—Dealer in high-grade liquors. 107 West Salem Avenue. If all whisky was as pure as each individual dealer claims his is, there would be no occasion for careful purchasing. The kind of whisky that you give to members of your family, in case of illness, should be absolutely pure. Mr. A. M. Ayers has been selling whisky in ROANOKE for the past fourteen years, in the very same location, at 107 West Salem Avenue, and he knows positively that he sells pure whisky, just the kind that will do you good. Therefore, buy your goods from Mr. Ayers, who has established a reputation of the very highest kind. Mr. Ayers conducts a high-class place, and his stock is most complete, comprising many famous brands of wines, whiskies, brandies, beers, etc. Mr. Ayers is a native of Virginia, and has made ROANOKE his home for the past twenty-three years. He has many friends and customers. See him for pure liquors.

THEO POSSIN & COMPANY—This is an old established firm having been in existence for the past quarter of a century, and devotes its energies to all kind of high-class plumbing, tinning and slating, sheet iron and galvanized work a specialty, roofing, guttering and spouting. A very large business is conducted, and there are fifteen skilled workmen constantly employed. The firm is located at 108 and 110 Commerce Street. Mr. Theo Possin, who is at the head of the business, is a native of Germany but he has been in America for the past forty years. He thinks ROANOKE is one of the grandest cities in the world, and he never loses an opportunity to speak a good word for the community. He has seen this City grow, and during the past twenty-five years he has contracted for a large share of the plumbing and other work that has been done.

KNEPP & CO.—This is known as "The Old Reliable" livery, feed, and sales stable, having been established for more than twenty years, and, therefore, the reputation of this stable is well known, and when you patronize the firm you are sure of satisfaction, and sure of getting a stylish, first-class rig, and good drivers. A specialty is made of turnouts for funerals, operas, and weddings. All calls are promptly answered. 'Phone 57. Prices are as low as can be found. The stable is located at the corner of Henry Street and Luck Avenue. Mr. J. G. Knepp is the proprietor, and he is an unqualified success. He has lived in ROANOKE for twenty-seven years—so long that he has become closely identified with the City's best interests, and is doing all he can to help advance the general welfare of the community. He is a popular citizen and respected by all.

PRIVATE BOARDING—37½ West Salem Avenue, 'phone 1018. This is a very popular boarding place, and the patronage is large. It is conducted by Miss Cora Camper and Miss Lillie Camper, sisters, who personally look after the business and see to it that their guests receive perfect satisfaction. Their table is well spread with everything that the market affords, and the cooking is home like, and just like "Mother used to make." Prices are very reasonable, only fourteen dollars per month, and only \$3.50 per week. Meals 25 cts., and they are about the best meals ever served in ROANOKE for the price, dainty, delicious, and satisfying. Give the place a trial. The ladies have pleased many others and they can please you.

S. S. BISESE—Wholesale and retail dealer in foreign and domestic fruits, spaghetti, and imported olive oil. This gentleman is located at 30 Church Avenue Southwest, the coming street of the City. He is just opposite the new post-office building now under construction. Mr. Bisese has been established in ROANOKE for two years, and has built up a very large trade. He buys in car-load lots only, and is a very close buyer for he has had twenty years of practical experience in the business, and has a thorough knowledge of the trade. He was located in Williamsport, Pa., for fifteen years and also in Norfolk, Va., for two years, and still has a branch house there. He handles all kinds of fruits in season and makes a specialty of bananas and California oranges. Mr. Bisese is a thoroughly responsible dealer, and he solicits a share of your patronage. Satisfaction guaranteed. You can save money when you trade with him. He buys close and sells close. Wholesale and retail.

ROANOKE BAKERY, A. BOWMAN & SON—Wholesale and retail bakers. No firm name in the City is more widely known or highly honored than A. Bowman & Son, for this firm has been identified with the bakery business of the City for more than a score of years, and the products have always enjoyed the highest reputation for absolute purity and high quality. There are to-day four wagons used in making deliveries and a number of bakers are employed. The best materials are used and the finest bread, cakes, and pies are made. The business was originally established by the late A. Bowman, and his four sons now own and direct the business, Mr. James Bowman being the manager. This is a strictly high-class business, and the patronage continues to increase. It is located at 306 Commerce Street Southwest, and has 'phone 742.

S. H. HUDDLESTON & BRO.—Household furnishers and furniture. 311-13 Henry Street Southwest. There are many first class furniture houses in ROANOKE, and among the list belongs the firm name of S. H. Huddleston & Bro. Although this firm has only been in business for eighteen months, the business has rapidly forged ahead, and growing by leaps and bounds every day. Mr. S. H. Huddleston is the manager, and he has lived in this City for eighteen years and is, therefore, widely known to the trade. He carries a most excellent line of goods including everything in high-grade furniture and general household goods. From his stock the most magnificent home or the most humble cottage can be furnished, complete, on any scale of cost desired and on the most liberal terms. Call and examine the stock and get prices. The place is most centrally located opposite the new post office building.

HARDY, THE UPHOLSTERER—ROANOKE is indeed a very famous City, and there are many famous and enterprising men in all the business and professions and sciences located here. The most famous upholsterer in the City is Mr. J. W. Hardy. He has been established here since 1892, and has built up a great and growing business in all kinds of fine upholstering, repairing, finishing, and mattress work. He makes rag carpets and rugs, renovates and makes over mattresses, and manufactures folding mattresses, and is the only feather renovator in the City. He is located at 616 Commerce Street Southwest, and he has the best of facilities for doing all work promptly. Mr. Hardy has had fifteen years of practical experience and spent five years in Cincinnati, Ohio, learning the trade. He is a leader, does beautiful work and at reasonable prices.

O. S. TINSLEY—Jeweler. Mr. Tinsley is regarded as one of the most expert jewelers in the City, having had a long and practical experience. He has been established in ROANOKE for six years, and has been at his present location, 104 South Jefferson Street, since the first of the present year. He carries a fine and elegant line of jewelry, diamonds, watches, silverware, etc. Only such goods are handled as can be guaranteed to give full satisfaction. Special attention is also given to expert repair work. Prices are always reasonable. Mr. Tinsley is a highly esteemed and popular citizen and is a great believer in the future of ROANOKE. He is doing all he can for the upbuilding and development of the commercial and industrial interests of the City.



Melrose School

ROANOKE CLOTHING COMPANY—"The Big Value Givers." Ready-to-wear garments for men, women, and children, 16 and 18 Salem Avenue West. This is one of the great successful concerns of ROANOKE and the business is growing rapidly. Its growth has recently necessitated the establishment of a men's and boys' department at No. 16 and ladies' department continued at 18. The men's clothing department contains guaranteed clothes that have made them famous in this City and surrounding section. It has been established for the past four years. Mr. Jos. Spigel is the proprietor, and he is regarded as one of the most pleasant, successful, and interesting business men of ROANOKE. He keeps thoroughly posted as regards the styles and his stock is up to the very minute in style, quality, and general excellence. The store is most centrally located and receives much of the best patronage in the City. Mr. Spigel employs polite and intelligent clerks who are truly expert when it comes to pleasing the trade. It is nothing short of a real pleasure and satisfaction to be able to purchase clothing of a reliable concern such as the Roanoke Clothing Company. Mr. Spigel is a wonderful success and is deeply interested in the general welfare of ROANOKE, and wants to see the City grow to seventy-five thousand by 1920.

CLOVER CREAMERY COMPANY—This flourishing and successful enterprise is located at the corner of Nelson Street and Tazewell Avenue. The business has been established for the past twelve years, and has ever been conducted with success. All the pure food and sanitary laws are strictly observed, and the products of this Company are absolutely perfect. It is one of the largest plants in this section of the country, and the large business necessitates the services of four wagons for the delivery of milk and two wagons for the delivery of ice cream to the many customers throughout the City. The proprietors of this institution are Messrs. C. L. Bush and C. T. Lukens. Mr. Howard M. Bush is the manager. He is a young man, has a thorough knowledge of the business, and is always at his post of duty, ready to take your order and to see that patrons are perfectly satisfied. Just call up 'phone 361, order what you want, and Mr. Bush will do the rest quickly. The proprietors of this concern are prominent and successful men of affairs and are deeply interested in the upbuilding of ROANOKE.

RHODES & WADE—Contractors and builders. The office and shop of this firm is located at 505 Jefferson Street South, with telephone connection 345. The members of this highly prosperous and successful firm are two of the most widely known and thoroughly practical men in the business; namely, Mr. L. C. Rhodes, who resides at 347 Marshall Avenue Southwest, 'phone 2010-J, and Mr. C. W. Wade, who resides in Ghent, having 'phone connection 1890-L. These men are both natives of Virginia, and have spent many years of their life in the contracting business. They really stand at the very head of the industry in ROANOKE, and many beautiful specimens of their work may be seen in all parts of the City. Special attention is given to business blocks, schools, and churches, and the finer residences. The large amount of work they now have on hand requires the employment of forty men in all the various branches of their trade. They also give special attention to general repair work. Estimates cheerfully furnished. Messrs. Rhodes and Wade are deeply interested in ROANOKE, and believe and hope the City will reach the population of seventy-five thousand by 1920.

WHOLEY BROTHERS COMPANY—Men's furnishers. Among the concerns in ROANOKE that have established records for themselves is the store named above. The history of this store has been one of steady, continuous growth from the very first day the business was established six years ago, due to the enterprise and fine business methods of its management. The store is a scene of beauty and art, as well as of the most perfect good taste and refinement. The variety and elegant quality of the stock carried must be seen to be fully appreciated. The Company caters to the high-class and exclusive trade and has a patronage second to none in this line in the City. The stock comprises an unsurpassed assortment of men's furnishings, a swell line of overcoats, and suitings of latest weave and patterns for high-grade tailoring. The members of this fine and prosperous company are W. A. Wholey, President; Jas. P. Woods, Vice President; J. E. Wholey, Secretary and Treasurer; all of whom have a prominent business standing. They have great faith in ROANOKE, and are deeply interested in the movement to make the City grow to seventy-five thousand population by 1920.



Park Street School

S. W. DANIEL—This gentleman is a wholesale manufacturer's dealer of portraits and picture frames. He has been established in the business here for the past seven years, and has built up a magnificent trade throughout the Virginias. He carries one of the most exquisite lines of goods of this character to be found in the entire South, and he gives employment to nine traveling salesmen. His trade is rapidly increasing and he is constantly adding to his force of salesmen. Mr. Daniel is a native of Virginia and has lived in ROANOKE for twenty-five years. He has seen this City grow from a wide place in the road to its present magnificent size. He is doing all he can for the upbuilding of the City and he believes that ROANOKE has a future co-equal with its brilliant past. Whenever you want anything in his line, don't forget the location, 126 East Salem Avenue. His goods are up to date, the prices reasonable, and terms extremely liberal.

TAYLOR SALOON, INC.—This high-class establishment is located at 114 Salem Avenue East, and is probably better known as the Taylor Saloon. This is a strictly high-class place and the business has been in charge of Mr. G. L. Taylor since August 1st, 1910. He has had a long experience in this special line and has a full knowledge of the requirements of the trade. When you deal with him you are sure of absolute satisfaction. He handles high-class liquors only, and his stock includes the rarest and most famous brands of liquors on the market. Mr. Taylor personally looks after the business and all orders are given prompt attention. Mr. Taylor is a popular citizen, well and favorably known, and is doing all he can for the good of ROANOKE.

RED CROSS PHARMACY—It gives us pleasure to make favorable mention of this high-class pharmacy, which has been established for a period of four years, and which has an exceedingly large patronage. The business is under the management of Mr. W. G. Overstreet, a gentleman of wide experience as a pharmacist and is thoroughly competent and accurate in filling prescriptions. The store is nicely appointed and contains a first-class prescription department where special attention is given to prescription work. The stock includes a full line of drugs and chemicals, toilet articles, perfumes and sundries, sick room requisites, hospital supplies, etc. The Pharmacy is headquarters for the A. S. S. and Rexall remedies. The cigar department includes the best brands on the market, and at the soda fountain all the popular drinks are served. This store is located on the corner of Randolph Street and Norfolk Avenue, and the business is constantly increasing.

RADFORD STEAM LAUNDRY—This is an old established business, having been in operation for the past fifteen years, and the laundry has always given perfect satisfaction. The plant is of modern equipment throughout, clean and sanitary, and the most perfect work is executed. At the present writing, thirty-five people are employed, and a number of wagons are used in the collection and delivery departments. Prompt service and perfect work is the motto of the concern. The laundry has the patronage of much of the most critical trade in the City, and this alone shows that the laundry has no trouble in giving satisfaction. It is located at 216-218-220 Salem Avenue West, and has telephone connection 192. Mr. Charles W. Sanders is the proprietor, and Mr. H. B. Sanborn is the manager, both of whom are men of high standing in the community, and they are deeply interested in the general welfare of the City. They are conducting the business with wonderful success.

J. D. PETERS—We all know Mr. Peters. He is one of the leading and most prominent business men of the City, being a wholesale and retail dealer in fresh meats of all kinds. He is the man who buys cattle by the car lot and kills on an average of two carloads of cattle per week. His business is exceedingly large, both wholesale and retail. He is careful to select the fattest and healthiest Southwest Virginia blue-grass-fed cattle, and, therefore, those who are fortunate in being patrons of Mr. Peters are assured of getting the best meats in ROANOKE. His place of business is located at 19 Salem Avenue East, with 'phone 944, and residence 'phone 1892-R. He has been established for five years and is well known and popular.

WALTER C. MICHAEL—Baker of Michael's Famous "Mother's Bread." Headquarters for fine wedding cakes and other baked goods. Commerce Street and Luck Avenue Southwest, 'Phone 899. This is a modern bakery, perfect in every detail. The various surroundings under which breads are manufactured have much to do with its desirability. If made in a clean, sanitary and modernly equipped plant, the product is probably a good one, but if made under other conditions it is almost sure to contain impurities and be otherwise undesirable. Mother's bread is made in a plant which is pronounced by experts as the cleanest in this part of the country, and as one where the sanitary conditions are practically perfect. It is this fact that gives to "Mother's Bread" its purity and wholesomeness, and gives the purchaser the satisfaction of really knowing that what he is eating is pure to the last degree, and has been made under almost ideal sanitary conditions. Mr. Michael also is very careful in the purchase of supplies that they be absolutely pure, and he gives employment to a number of highly skilled bakers. There are three wagons used in making deliveries. Mr. Michael is one of the prominent young men of the City, and he takes a great interest in all public movements for the public good.

LOUIS VOIGT—Jewelry, watches, diamonds, and cut glass, 118 West Campbell Avenue. This is one of the most beautiful jewelry stores of ROANOKE. Art, beauty, and style are represented in the dazzling splendor of its magnificent stock, which is truly metropolitan. The writer has visited thousands of stores in the various lines of trade throughout the country, and for elegance, completeness of equipment, convenience for patrons, etc., it rivals all, and is entitled to the "Blue Ribbon" as a leader. Everything about the establishment has to be seen to be fully appreciated, and when we speak of it as the Tiffany of ROANOKE we but do it justice. The store is filled to overflowing with handsome and glittering wares, diamonds, high-grade watches, and fine jewelry. Mr. Voigt has been in the business for the past twenty years, and he has prospered, flourished, and grown with the flight of time, until to-day his name is the very synonym of honor, fair dealing, and worth. As a citizen, he is progressive and public spirited and is doing all he can to help push ROANOKE to the very front ranks of the largest cities in the South.

T. H. FORSYTH & SONS—This firm is one of the best known in the City and is well established. Its membership includes Messrs. T. H. Forsyth and W. W. Forsyth, both of whom are widely and favorably known and are very popular in business circles. They conduct two of the most famous refreshment places in the City, including the Shenandoah Buffet and the Ponce de Leon Buffet. The latter place has been existing for the past fifteen years and is one of the most highly favored and liberally patronized bars in the City. The Shenandoah was established May 1st, 1910, and its business is growing by leaps and bounds. The first-class pool parlor is operated in connection. The line of goods includes the most famous wines, liquors, cigars, and tobaccos. Messrs. Forsyth and Son deal in the best goods only, for they claim that their trade is entitled to the very best and the prices are no higher than elsewhere, while the service is absolutely perfect. Messrs. Forsyth and Son are firm believers in the future of ROANOKE and are doing all they can for the future of the City.

SOUTHERN LOAN OFFICE—Pawn brokers. This business is most centrally located at No. 10 Campbell Avenue East, just across from the Terry Building. The office has been established for four years, and has proved a public necessity and of great convenience to those who are in need of short time loans. Mr. M. J. Schlossberg is the proprietor. He is a young man, thoroughly enterprising, and is conducting the business with success. He has plenty of money, and is prepared to make the largest loan on any articles of value at lowest rates. He is also very liberal in his terms. All business is strictly confidential. Mr. Schlossberg is thoroughly reliable, and if you need money you need not be afraid to deposit your most valuable diamonds, jewelry or other treasures with him. He also has many unredeemed pledges for sale, including diamonds, watches, rings, guns, pistols, clothing, musical instruments, etc.



Commerce Street School

McLAUGHLIN'S 5 AND 10 CENT STORE—125 Salem Avenue Southwest. This has been a leading store for ten years. Mr. Millard McLaughlin is the proprietor and he has been most successful in his dealings. He has a reputation second to none, and it is our honest opinion that his store contains the greatest variety of goods at the lowest prices that can be found in the City. Besides, this store is a strictly home institution and is worthy of our greatest consideration and support. Go to McLaughlin's first, and you will surely find what you want and at prices that cannot be duplicated elsewhere. The line includes stationery, novelties, household articles, notions, china, glassware, confectioneries, tinware, baskets, toys, etc. This store has always been headquarters for Santa Claus, and now that the time of the year will soon be here when the great Santa Claus appears, just keep your eyes on McLaughlin's. The toy department at this store promises to be greater than it has ever been in its history. Here will be found many new toys that have never been handled in the City before, and to accommodate the trade and to properly display this great stock, he will have another store just across the street at 116 West Salem Avenue. Mr. McLaughlin is one of the leading merchants of ROANOKE, thoroughly progressive in his dealings and popular with the trade.

W. L. SMITH—Civil engineer and surveyor, 16½ Campbell Avenue West. Mr. Smith stands among the leaders in this special profession in ROANOKE. He has been at the business here for twenty years and has always had success. He is thoroughly proficient in every department of the profession, while his long experience of twenty years enables him to make estimates that you can rely on. Therefore, see him for municipal engineering, topographical surveys, sewer plans, steam and electric railway location construction, irrigation and mining engineering. Mr. Smith is, perhaps, one of the best known men in ROANOKE. He was assistant to the City Engineer of ROANOKE for fifteen years, and practically built the town. He stands high in professional, business, and social circles. He is in love with the fair City of ROANOKE and never loses an opportunity in favor of this fair City, and he believes, like us all, that the population will reach seventy-five thousand by 1920.

H. HOCK—Meat market. This market is located at 141 West Salem Avenue, and has 'phone service No. 38. Mr. Hock is one of the most widely known meat dealers in the City, having been here for the past twenty years. He has been at his present location for two years and has built up an enormous patronage. He conducts a neat and clean market and handles the purest and most perfect meats of all kinds, country produce, poultry, eggs, etc. He gives prompt attention to deliveries, having one wagon and two bicycles. The service is very prompt. Just order what you want over 'phone 38 and the package will come in haste. There are no long delays and prices are always reasonable. Mr. Hock is a progressive business man and keeps fully abreast of the times. He is well known and popular with the trade.

LANDON'S PHARMACY—725 Franklin Road. Since May 1st, 1910, Mr. Geo. S. Landon has been the proprietor and manager in charge of this first-class, up-to-date, and strictly reliable pharmacy. Mr. Landon is an expert pharmacist, having been engaged in the business since 1892, and comes to this City from Pocahontas. He is thoroughly qualified to conduct a high-class business of this character, has been a decided success, and has always had an extensive patronage. He has greatly added to the fame and standing of the above store since he took charge, and carries one of the most complete and choice lines of drugs in the City. His stock includes everything usually found in a strictly high-class drug store. The service is prompt, and prescriptions are accurately compounded. Mr. Landon is well pleased with ROANOKE and thinks the City has a bright future.

L. A. ARMENTROUT—Staple and fancy groceries, queensware, notions, etc. Mr. Armentrout conducts a first-class business, located at 101 Franklin Road, and has telephone No. 712. He has been established here for a period of four years and has a large trade among the best families in the City. He keeps two wagons busy making deliveries. The stock carried is full and complete and comprises the very best brands of goods, purchased from the best firms. He has a perfect delivery system, and has many regular and well-pleased customers. Mr. Armentrout is a native of Rockingham County, Virginia. He is well pleased with ROANOKE and thinks the City has a very bright future.



Belmont School

JENNINGS & BLOXTON—Dealers in furniture, carpets and stoves. This firm is located at 21 East Salem Avenue. The business has been established for twenty years, and the firm is, therefore, one of the pioneer dealers of ROANOKE. The premises occupied includes a four-story building, comprising twelve thousand feet of floor space. A wonderful display of goods is carried and the stock is nicely arranged in departments. At this store you are not only assured of the latest styles in furniture but also the very lowest prices and liberal terms. The members of the firm are Mr. R. B. Jennings and Mr. W. A. Bloxton, who are among the responsible men of ROANOKE. They are believers in the City, have seen ROANOKE grow, and believe the City has a future equally as brilliant as the past has been wonderful.

GEORGE K. MOORE—This gentleman is located at No. 14 Nelson Street Southeast, where he conducts a successful and flourishing business dealing in wines, whiskies, brandies, beers, cigars, and tobaccos. Mr. Moore has been established for two years, and he has built up a magnificent trade. His patrons are many, and those who deal with him are sure of satisfaction. The place is nicely located, and those who visit here receive a hearty welcome. The stock is one of the largest in ROANOKE, and comprises many famous brands of the best whiskies, wines, and brandies on the market. See George K. Moore for satisfaction. Mr. Moore will surely treat you right. Any way, if you do not care to buy liquor he will be glad to see you and talk over old times. Don't forget the number, 14 Nelson Street.

J. W. BURNETTE—This gentleman conducts a successful wholesale business, established since May 1st, 1910, and operates under the firm name of Net Cash Grocery Company, but shortly he will take up his old name—The Burnette Grocery Company—under which he operated a successful business in Bedford City, Virginia, for a period of seven years. He is dealer in all kinds of heavy groceries and feed, fancy groceries, table delicacies, tobaccos and cigars, flour, provisions, etc. Mr. Burnette is an able buyer, and he thoroughly understands what to buy and where to buy it. He is well pleased with ROANOKE, and the success he has already achieved, and the future of his house is very promising. The success of this business is just another evidence of the wonderful advantages and opportunities of ROANOKE. Mr. Burnette is a pleasant gentleman to deal with, and highly appreciates your patronage.

C. L. SAUL—In every community there are those houses which on account of their long standing become land marks in the path of commerce. Such an establishment is that of C. L. Saul, dealer in high-grade staple and fancy groceries, and country produce of all kinds. Mr. Saul established his business here twenty-three years ago, and has exhibited great success on account of his capability, and personal characteristics. He has been at his present location for nine years, 19 West Church Avenue. His 'phone No. is 162, and there is a prompt system of delivery in vogue. Mr. Saul is a native of Virginia, and during his long residence in ROANOKE he has seen this great City grow and develop from a mud hole to one of the most flourishing, attractive, and beautiful cities in all the South—and the end is not yet.

McGEHEE BROTHERS—Staple and fancy groceries. 217 Nelson Street. 'Phone 172. This firm is one of the best in the business and has been established since 1903. The large trade enjoyed requires the services of two wagons, making deliveries throughout the City. The stock carried includes a full line of high-class staple and fancy groceries, teas and coffees, canned and bottled goods, table delicacies in great variety, fruits and produce, eggs and poultry, tobacco and cigars. The members of this successful and enterprising grocery firm are, Messrs. Joseph W. McGehee and J. A. McGehee, both of whom are well and favorably known, and deeply interested in the progress of ROANOKE. Their aim has always been to make their store popular, and that they have succeeded is evidenced in the constantly increasing favor and support which they now enjoy with the people of this City and vicinity.

DR. W. E. POFF—Veterinary Surgeon, office 28 Church Street Southwest. Residence 'phone 1046, office 'phone 494. The practice of veterinary surgery is even more intricate than that of the practice of human medicine, demanding, in addition to a perfect knowledge of the anatomy of the horse, a thorough knowledge of drugs, medicines, and an intimate acquaintance of equine habits under varying conditions, coupled with quick intuitive perception to grasp the nature of the seat of the disease, since the patients can never tell their troubles. Therefore, next to humanity itself, that noble animal, the horse, should appeal the most highly and sincerely to our admiration and sympathy. Dr. Poff makes a specialty of the practice of veterinary surgery in all its branches and scientifically treats diseases of all domesticated animals. He possesses natural qualifications and has been very successful in the practice here. He took a college course at United College of Veterinary Surgeons, Washington, D. C., and at Grand Rapids, Michigan, and passed the State Board at Richmond, January, 1909. Dr. Poff is a young man, has made ROANOKE his home for the past five years and is favorably known. He is erecting a large hospital on Luck Avenue for the benefit of crippled and sick horses.

ANDERSON & COMPANY—This firm makes plumbing and heating a specialty, and since the business was established in January, 1910, an exceedingly large patronage has been built up. Mr. R. Anderson, the proprietor, however, had a long experience, and a reputation before he started in business on his own account. He has been in the City of ROANOKE for the past twenty-one years, and has been connected with some of the best plumbing companies here. He knows how and he does strictly high-class work, and gives all contracts his personal attention. If you have anything in the line of plumbing it will pay you to see this reliable and practical workman. Mr. Anderson's shop is located at No. 12 Randolph Street and his residence is located at 126 Fourth Avenue N. W. and 'phone No. 646.

SOUTHERN CAFE—This café is located at 117 Norfolk Avenue Southeast, opposite the passenger station, and meals are served at all hours at the very low price of twenty-five cents. Country cured hams and fresh river fish are specialties. The bill of fare contains everything in season, and the service is prompt. Mr. R. C. Rohrer, who is the proprietor, is conducting the business with success, ably assisted by his good wife. The patrons are assured of perfect satisfaction. He is also proprietor of a first-class restaurant at 24 Salem Avenue East, where delightful lunches, short orders, and meals are served at all hours. The prices are, indeed, most reasonable, and Mr. Rohrer is doing all he can to give perfect satisfaction to the trade. He buys perfect food and employs skilled cooks and polite waiters. Give the place a trial.

NAJJUM BROTHERS—This firm is composed of Mr. J. Najjum and Mr. M. A. Najjum, who have been established here for two years. They are located at 515 Commerce Street Southwest, with telephone No. 152. Here they carry on a general merchandise business, making a specialty of high-grade groceries and produce, feed, flour, teas and coffees, meats, etc. They handle first-class goods only and sell at the very lowest prices and make prompt deliveries. Just call them up over the telephone 152, order what you want, and they will do the rest. The Najjum Brothers are very polite and accommodating to the trade.

J. FRANK HODGIN—This gentleman is located at 103 Norfolk Avenue Southeast, with 'phone connection 84. Mr. Hodgin deals in fine wines, whiskies, brandies, tobaccos and cigars. The place has been established for more than twenty years, since August 1st, 1890, and, therefore, no dealer is more widely known than Mr. J. Frank Hodgin. He is reliable, and his customers are assured of perfect satisfaction. Prices are always reasonable. Mr. Hodgin personally looks after the business and extends every courtesy to the trade. He is deeply interested in ROANOKE, and believes the City has a wonderful future, co-equal with its brilliant past, and whenever an opportunity presents he never fails to speak a good word for the ever-growing and prosperous Magic City.



Scene in Mountain Park

THE ROANOKE AUTOMOBILE COMPANY—Automobiles and supplies. This business is located at 107 and 109 Franklin Road Southwest, and is the first institution of its character to be established in ROANOKE. The Company has developed a wonderful business during the past five years, and the machines handled have given perfect satisfaction. Of course, there are many changes in the styles and character of the machines of to-day and those of five years ago, but the Company has kept thoroughly posted and fully abreast of the times, and now has the sole agency for the CADILLAC and covers the entire western portion of Virginia from Danville to Washington, including counties through which the Southern Railway passes, also Mercer County, West Virginia, and Sullivan County, Tennessee. Mr. J. W. Waynick is owner of the business and has always been a lover of the automobile. He has been highly successful in retaining a large share of the automobile business in this section. He owns the building occupied, which is of modern equipment and has ten thousand square feet of floor space. A number of the very latest models are here on display, and Mr. Waynick will take pleasure in talking to any one in explaining the merits and advantages of these winning cars. Telephone 493.

CHAS. LUNSFORD & SONS—General insurance, 216 South Jefferson Street. This is the oldest established and most prominent insurance agency in the City. The business has been established for thirty years, and the firm can proudly boast that it never had an honest loss that was not adjusted to the entire satisfaction of the patron. The firm represents old and time-tried companies—some fifteen in number—and its methods are such as to have earned for it the highest confidence of the insuring public. The firm is enabled to place all kinds of insurance in such a manner as to furnish the soundest protection, and its facilities are especially excellent for placing and distributing large risks. The men composing the firm are widely and favorably known, have a standing of the highest, and are thoroughly responsible. They have great faith in the future of ROANOKE, and expect to see the City grow to seventy-five thousand by 1920. The firm occupies handsomely fitted up offices, and the business is conducted along the most progressive lines.

CRYSTAL SPRING LAUNDRY COMPANY—This superb laundry enjoys an enormous business that of itself alone is an evidence of the high civilization and advancement of this community. It is one of the most perfectly appointed laundries in this section of the country, and is named after Crystal Spring—we all know how perfect and pure and clean is this famous water, and the laundry work turned out by this laundry is like unto it. The laundry has been established for three years and is incorporated with a capital of ten thousand dollars. Thirty people are employed and there are four wagons used in making deliveries. The business of the Company is rapidly growing, and already arrangements are being made for the erection of a new building on Franklin Road, which is to be two stories high, sixty by one hundred feet in dimensions, and of brick construction. The lot has already been purchased and the erection of the building will begin at an early date. The officers include P. Maclay Brown, President; J. T. Howell, Vice President; D. W. Howell, Secretary; and L. H. Weld, Treasurer and Manager. Mr. Weld has had eight years in the practical management of the business and he is conducting the enterprise according to the most advanced ideas. The laundry work is giving entire satisfaction to patrons.

M. S. SCHAUL PAWN SHOP—114 Salem Avenue West. This is an institution that has been a great convenience to the man without money. The M. S. Schaul Pawn Shop has been established in ROANOKE for the past seven years and an enormous patronage is enjoyed. Mr. Schaul has been in the business, however, for the past fifteen years, and during this long time he has formed a great sympathy for the man without funds, and takes great pleasure in helping you out of your troubles. He is very liberal and generous in his dealings, and all business is strictly confidential. You need have no fear when you deal with him. He lends money on all articles of value at lowest rates, and your goods will be well taken care of, as he has a well-appointed store room. He makes a specialty of lending money on diamonds, watches, first-class jewelry, and anything of real value. He also carries a first-class line of diamonds, watches, jewelry, guns, musical instruments, etc., at prices lower than can be had anywhere else in the City.

T. KELLY—Wines and liquors. It gives us pleasure to refer to this well-known firm name, located at No. 11 Nelson Street Southeast. Mr. Kelly has been established in the business of dealing in high-grade liquors since 1899. His place is known as the "Old and Reliable," and at no place in the City can be found purer and better goods. Many famous brands are found in his stock, and Mr. Kelly also bottles some very fine liquors under his own name, which alone is a sufficient guarantee as to its absolute purity and quality—equal to being bottled in bond. Mr. Kelly has been a resident of ROANOKE since 1887. He owns valuable business and residence property and is deeply interested in the general welfare of the City.

PITZER TRANSFER COMPANY—It is with the greatest of pleasure that we make favorable mention and call the attention of the public to this greatest institution of its kind in ROANOKE. Of course, the business was established in a small way a number of years ago, but it has grown rapidly and kept pace with the wonderful Magic City of ROANOKE. The Company gives employment to thirty-five people, operates some twenty wagons, and has fifty head of horses. There are three large buildings used for storage, and the Company is prepared to carefully store, pack, and move household goods of all kinds. Heavy hauling and moving pianos, organs, and safes a specialty. The Company has special wagons for all the various departments. They do practically all the piano moving in the City, and much of the business for the merchants in transferring freight to and from the depots. Mr. A. N. Pitzer and Mr. W. C. Pitzer own and conduct the business, and they are men of wonderful capacity and have developed their wonderful business by persistent, clever, and honorable methods. They are deeply interested in the progress and growth of ROANOKE. Office Commerce Street and Sixth Avenue Southwest. Phones—office 769, stable 209.



Second Presbyterian Church



St. John's Episcopal Church



Greene-Memorial Church



St. Andrew's Catholic Church