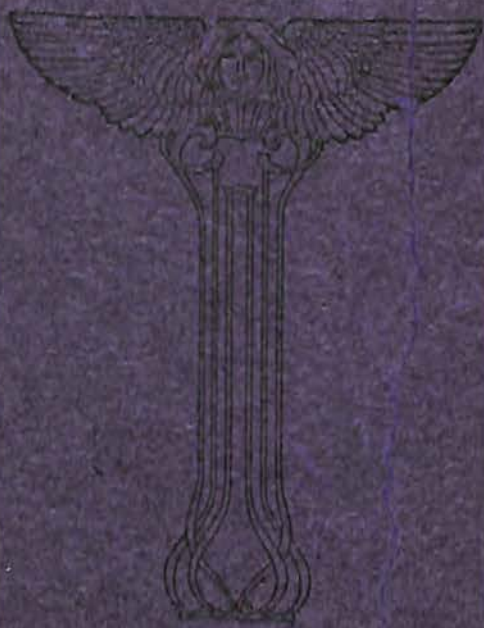


# ROANOKE

The Magic City of Virginia

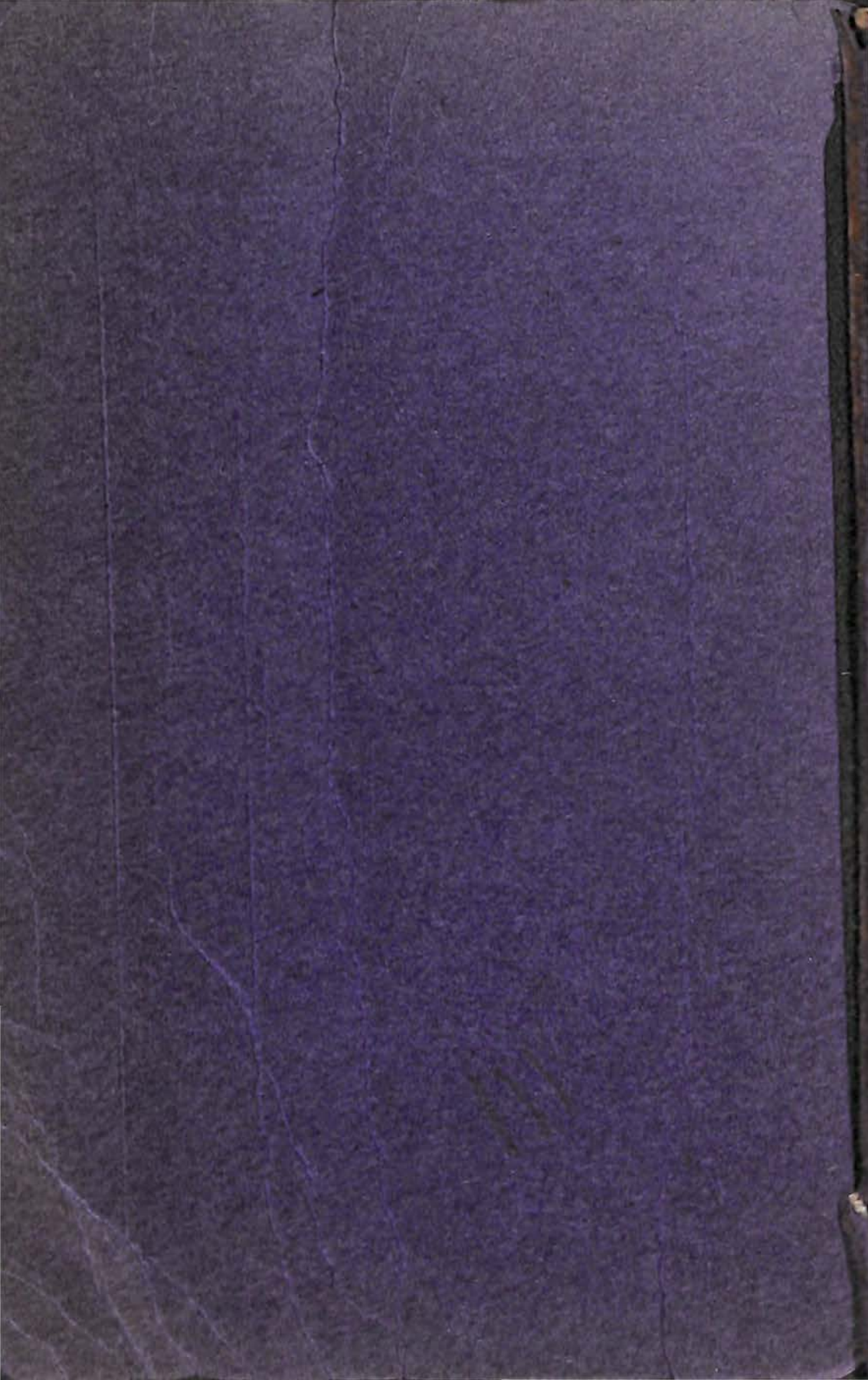
SALEM, VA.



Nineteen Hundred and Four

Compliments of

See Page





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# ROANOKE

THE MAGIC CITY  
OF  
VIRGINIA



*Compiled under the endorsement of the Chamber  
of Commerce of Roanoke*



WITH A SERIES OF COMPREHENSIVE  
SKETCHES OF SOME REPRESENTA-  
TIVE BUSINESS ENTERPRISES :: ::

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*Also some brief facts and business notices of*

## SALEM, VA.

ROANOKE

I. J. ISAACS, *Compiler*

THE STONE PTG. & MFG. CO., *Printers*  
1904

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111

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# The City of Roanoke.



HIS country has been productive of startling developments. States and Territories have been carved out from an expanse of wilderness and cities have grown up like an exhalation. Presage and opinion have been at fault, convenience and facility have been potential, and what might in the old world have been considered as a short space of time, has here sufficed to create a city with swarming thousands, replete with all the products of the soil, resonant with the hum of manufacture and abounding with the treasures of art and comfort. Ascend to the roof of any of the blocks in the center of the city, and look at midday on the scenes beneath and stretching around you; lofty buildings, beautiful churches, and a teeming population meet the sight. Industry, competence and enjoyment are evinced in every quarter. There seems no merchandise but what has its mart—but few interests without its representative. All facilities for travel abound, the electric car upon the paved street or the miles of walk for the passing throng. The melody of bells proclaims the fleeting hours or heralds the cessation or renewal of a multiform of industry.

It is not our purpose in this work to enter into minute details concerning the early history and settlement of the locality which is now Roanoke. Yet it is proper that we should at least offer a few very brief facts regarding its inception.

“The nucleus of the City of Roanoke was Old Lick, officially known as Gainsborough, a stage station on the Lynchburg and Salem turnpike.”

Gainsborough was established in 1838 and for a long time it made very little progress, as even as late as 1870 there were here but a mill, a tavern, a stage station, two or three stores, three churches, and about fifteen private residences.

In 1852 the Virginia and Tennessee Railroad was instituted and a station established about three-quarters of a mile from Old Lick, and in course of time a village was formed around it which was called “Big Lick.” In 1874 the town of “Big Lick” was incorporated, and in 1881, twenty-nine years after its establishment it contained about 600 inhabitants and was the center of quite a considerable trade, there being here at that time about one hundred and twenty buildings of various kinds. In the same year after the survey of the Shenandoah Valley Railroad to a junction with the Norfolk and Western Railway it was suggested by Mr. F. J. Kimball, who was president of the Shenandoah Valley Railroad, that the name of Big Lick should be changed to the more euphonious designation of Roanoke, this being the name of the County, and on February 3d, 1882, an act was passed bringing about the desired alteration. On June 18th, 1882 the junction of the Shenandoah Valley with the Norfolk and Western Railway was made and the following day the first train over the Shenandoah Valley road from Hagerstown to Roanoke was run. On January 31st, 1884, the town of Roanoke was elevated into a city, there being here at that time a population of about 5 000 persons. In 1882, the Norfolk and Western Railway system made Roanoke its headquarters and established their large machine shops and plants, and to this fact is due to a great extent the prosperity, advancement, and indeed the very being of the city. We shall allude later on in more minute detail to facts regarding this great organization.



SALEM AVENUE, LOOKING WEST FROM JEFFERSON STREET



In 1884, as we have already said, the population of Roanoke was about 5,000 people. In 1890 the United States census gave the city a population of 16,159, and in 1900, 21,495. At the present time it is safe to say that within the corporate limits are resident not less than 26,000 persons, and within the suburbs and including the towns of Salem and Vinton which are connected with the city by electric cars, there can not be a total population of less than 30,000 souls.

We have said enough here of the past; our business is now with the present, with living men and their occupations, enterprises, and successes; what they are doing for themselves in manufactures, commerce, and finance and in contributing to and in advancing the progress and welfare of the community.

### LOCATION, CLIMATIC, AND SANITARY.

Roanoke is situated in Roanoke County and is one of the principal stations on the Norfolk and Western Railway. It abuts upon the Roanoke River which is located on its southern border and which offers also a water



CAMPBELL AVENUE, LOOKING EAST FROM S. H. HEIRONIMUS & CO.'S STORE

power which if developed would be of large value for manufacturing purposes. There are a series of falls below the city which have a drop altogether of about fifty feet.

Roanoke is in latitude of  $39^{\circ} 20'$  north, longitude  $80^{\circ}$  west, or about on a plane with Spain and North Africa. It is distant 453 miles from New York, 267 miles from Baltimore, 764 miles from Chicago, 119 miles from Danville, 647 miles from Jacksonville, 53 miles from Lynchburg, 825 miles from Mobile, 885 miles from New Orleans, 257 miles from Norfolk, 455 miles from Pittsburg, 3,030 miles from Portland, Oregon, 199 miles from Richmond, 3,128 miles from San Francisco, 508 miles from Savannah, 807 miles from St. Louis, and 227 miles from Washington.

Roanoke lies in what is generally known as the Roanoke Valley. On the southeast is the Blue Ridge range of mountains and on the northwest are the Alleghanies. Across the billowy stretches of green, the blue hills of these mountain peaks present to the eye one of the most charming views imaginable. The slopes of the hills are covered with valuable timber and under the surface lie valuable minerals, including iron ore, limestone, manganese, coal, etc. Within recent years some of these mineral resources have

been developed and others will be made commercially valuable in the near future. Not far from Roanoke is Catawba Mountain, better known as the Great Catawba Sand Mountain. Practically all of the soil of this is silica sand, yielding 98 $\frac{3}{8}$  per cent. of unwashed sand which experts have pronounced particularly suitable for making all kinds of glassware. In connection with the above it is contemplated building a railroad from here to Newcastle, Craig County, which when completed will largely facilitate the development of the property. The road will also run through beds of iron ore which have been pronounced to be among the richest in this section.

Roanoke is surrounded on all sides by a country rich in natural resources. The valley land immediately adjacent to the city is covered with productive, well-kept farms, succulent pastures and handsome orchards.

The climate of Roanoke leaves but little to be desired. The equability of temperature and precipitation from year to year and the freedom from excessive heat and cold show the adaptability of the climate for the successful carrying on of all branches of industry. The average temperature of Roanoke is a mean between that of New York and Florida. The thermometer seldom goes above 90° and then only during the very hottest season



MILL MOUNTAIN AND WALNUT STREET

and only for a space of a few days at a time. There is usually but little snow in winter and it seldom remains on the ground more than a few hours and a killing frost is of comparatively rare occurrence. The city and district are particularly free from excessive rains, tornadoes, blizzards, water-spouts, earthquakes, and other disasters which so often devastate other sections. The humidity during the hottest months is below the average and in the evening of each day there is always a cooling breeze which invites sleep and invigorates humanity. This breeze seems to come generally from the northwest through a break in the mountains in that direction.

Roanoke also is one of the healthiest cities in the country. It is elevated above the sea-level about 1,000 feet. There are no epidemics here and the locality is generally free from prevailing sickness. Particular attention is paid by the city authorities to sanitary regulations. Special efforts are now about to be made to improve the sewage facilities. At the present time about two-thirds of the city have modern sewerage conveniences, but plans are now under way which will provide complete sewage arrangements for every part of the city. With regard to the water supply, but few cities of the country equal it and none of like population surpass it. The water comes from what is well named Crystal Spring, direct out of the solid rock. This gives a supply of over 5,000,000 gallons of pure clear water daily, practically sufficient for a city of three times the size of Roanoke. Water is



also supplied by the Vinton-Roanoke Water Company, whose supply comes from Bedford County. This water is particularly adapted for manufacturing purposes, being a freestone water and having little sediment.

The negro population of Roanoke is less in proportion than in almost any other city of the South, and those that are here are generally among the best representatives of their race and not of that class that altogether disregard the laws of health. There has never been any racial trouble or disturbance at Roanoke.

*It has been said of Roanoke: "A climate never approaching the severity of the North, a healthfulness unquestioned, and freedom from the virulence of malarial diseases, enable Roanoke to offer no mean attraction to the invalid, the pleasure-seeker, and the summer tourist. The locality is a charming abiding-place and the traveler may here take rest while choosing his next point of vantage to seek 'green fields and pastures new' in a journey in any direction."*



NORFOLK AND WESTERN RAILWAY.—GENERAL OFFICES.

### NORFOLK AND WESTERN RAILWAY.

It would be idle for us to attempt to portray the growth and development of the City of Roanoke without referring to the Norfolk and Western Railway, to which is due not only its prosperity but the very existence of the place. It was in the year 1882 that Roanoke was selected as the central point of the Norfolk and Western system, and since then the city has continued to advance and prosper. Here are located the principal offices of the company, as many as 700 clerks, assistants, and others being employed. At Roanoke also is installed vast machine shops where repairs to the rolling stock, etc., are done, and which give employment to a force of about 1,800 skilled mechanics and others. The influence which the employment of this large number of men exerts over the well-being and prosperity of the place can not be overestimated, as will be readily realized from the fact that the very large sum of about \$150,000 is monthly paid out in wages, and most of this is distributed among the merchants here in payment for the necessities and conveniences of living. The company have also shops at Bluefield,

W. Va., Columbus, Ohio, Lamberts Point, Va., Shenandoah, Va., and also at Portsmouth, Ohio, the latter plant now approaching completion and will be soon in full operation.

The origin and nucleus of the Norfolk and Western Railway was the Norfolk and Petersburg Railroad, eighty-one miles in length, chartered and first operated in 1852. Following this was the acquisition of the Southside Railroad running between Petersburg and Lynchburg, 123 miles, which though chartered in 1846 was not completed and in operation until 1857. The Virginia and Tennessee Railroad between Lynchburg and Bristol, 204 miles, also began operations in 1857, although chartered in 1849. The above companies were consolidated in 1870 under the name of the Atlantic, Mississippi and Ohio Railroad, being then under the management of General William Mahone. There were also included branch roads to City Point and from Glade Springs to Saltville. The Atlantic, Mississippi and Ohio Rail-



FIRST PRESBYTERIAN CHURCH

road failed in 1875 and was sold in 1881 to Clarence H. Clark and associates and reorganized as the Norfolk and Western Railroad Company. In May, 1882, the New River Railroad of Virginia, the New River Railroad of West Virginia, and the West Virginia and East River Railroad were consolidated with the Norfolk and Western. This branch was opened May 21st, 1883, and the first shipment of coal made in June following. On December 10th, 1883, the contract was closed for the construction of the Cripple Creek Extension, which was opened in 1884.

On June 19th, 1882, the Shenandoah Valley Railroad was opened for traffic. March, 1885, it was placed in the hands of a receiver and ultimately came into possession of the Norfolk and Western Railway, October, 1890. In February, 1890, the Scotio Valley and New England Railroad extending from Ironton to Columbus, Ohio, was consolidated with the Norfolk and Western Railway.

The section lying between the end of the track on the Pocahontas Division to the connection of the Scotio Valley Division, 191 miles long, was put under contract March, 1890, and opened for traffic November, 1892.



The Lynchburg and Durham Division, constructed in 1891, originally operated by an independent company, was leased to the Norfolk and Western Railway, March 1st, 1892, on which date the company also acquired under a long-time lease the Roanoke and Southern Railroad. The Cincinnati, Portsmouth and Virginia Railroad from Portsmouth, Ohio, to Cincinnati, was absorbed in 1901. All of the above lines were consolidated with the reconstruction of the Norfolk and Western Railway, into what is now known as the Norfolk and Western Railway System. The total present mileage of the road is 1,542 miles and branches 179 miles, total 1,721 miles. This with second track 125 miles and sidings 582 miles, brings the grand total up to 2,431 miles.

The rolling stock owned and operated by the company is as follows: 70 passenger locomotives, 469 freight locomotives, and 40 switching engines. They have 278 passenger cars, 25,801 freight cars, 566 maintenance of way cars, and seven barges. Altogether the system gives employment to a vast industrial army of 15,500 persons, 2,500 of whom as before said have their homes in this city.



LUTHERAN CHURCH

The principal passenger trains of the road are as follows: Chattanooga and Knoxville to New York, through cars; New York, Philadelphia, Baltimore and Washington via Lynchburg; Norfolk Limited and Ocean Shore Limited from Richmond to Norfolk—a very fast train with Pullman service; Norfolk to Roanoke, Richmond to Roanoke, Norfolk to Radford, Philadelphia to Welch and Garey, Roanoke to Columbus, and Bluefield to Cincinnati. They run solid through trains from Roanoke to Columbus, Roanoke to Charlotte, N. C., via Winston-Salem, Roanoke to Hagerstown, Roanoke to Norfolk, and Roanoke to Bristol.

The train service has been greatly improved and practically doubled within the past eighteen months and more desirable innovations and enhanced conveniences will be inaugurated in the near future. Among late improvements recently completed or approaching completion may be cited, a new passenger station at Bristol and Farmville, large shops at Portsmouth, Ohio, double-tracking of the road through the coal-fields between Bluefield and Roanoke, and from Roanoke across the Blue Ridge Mountains; the

construction of the cut-off Naugatuck to Kenova, sixty miles long, to be opened in the fall of 1904; the replacing of trestles by filling-in or by the building of new steel bridges, the laying of 85-lb. rails on most divisions, and other minor improvements.

The president of the Norfolk and Western Railway is now Mr. L. E. Johnson, he having been elected to fill that important position September, 1903. Mr. W. B. Beville is the general passenger agent, having held that post for the past seventeen years.

Identified with the fortunes and career of this city for a period now exceeding twenty-one years. Roanoke has every reason to regard this organization as the Mother which has given it birth and which has nurtured and



FIRST BAPTIST CHURCH

fostered it until at the present time it has reached its majority and stands to-day third as regards population and prosperity among the business centers of the old Dominion.

#### INDUCEMENTS TO MANUFACTURERS.

There is no question but that Roanoke affords a highly advantageous location for the establishment of certain lines of manufacture. Located on the line of one of the greatest railroad systems of the country with frequent trains connecting the city direct with every section of the United States, material can with facility accumulate here. Opportunities are presented in many instances superior to those offered in larger cities, for the reason that while equally favorable conditions prevail, the cost of living and therefore of production is lower, and that to-day at Roanoke most advantageous sites for factories and shops are available at low cost. In regard to help, a most im-



portant item, a thrifty population here and in the locality would furnish material for such industries as do not require strictly skilled labor, and the large cities not very distant could supply more experienced artisans than at the outset would be required; thus there would be no dearth of suitable help when the demand arises. This city and its inhabitants are prepared to welcome any who may cast their lot with us and will extend to them every assistance which is in our power. The manufacturer who should decide to make Roanoke the seat of his operations will find everything provided for the successful furtherance of his enterprise and a helping hand will be ex-



GREENE-MEMORIAL M. E. CHURCH

tended him by every progressive citizen of the community. We will here detail in brief some of the general advantages of this city:

1. *It possesses good railroad facilities connecting it directly with the entire country, opening up all parts for its products, and for obtaining raw material.*

2. *It is located in one of the most fertile and productive sections of the State and the South generally.*

3. *It is in direct and contiguous connection with the great lumber and coal regions of this and neighboring States.*

4. *It has a complete system of electric cars in operation. The city is well lighted by gas and electricity, abundantly supplied with pure water, and it is efficiently policed, rendering life and property secure and well*

protected. There is an efficient paid fire department well manned and equipped, securing to the city the lowest insurance rates.

5. *The local government is based upon the strictest ideas of economy consistent with safe and secure progress, and the spirit of the people is decidedly in favor of such measures as shall keep the rate of taxation low, while at the same time all real improvements are well supported.*

6. *The public school system is among the best in the South and affords excellent opportunities and facilities. There are also located here and in the vicinity three colleges for young men and women of the highest order of merit and of national reputation, and also a commercial college. The social advantages here are numerous, the tone of society healthy, and the general morals of the community will compare favorably with any city North or South.*



ST. ANDREW'S CATHOLIC CHURCH

7. *The cost of living here is fully as low if not lower than most cities of the South.*

8. *The climate can not be excelled, and as before said the sanitary arrangements are of the best.*

9. *Available sites for manufactures are in plenty, and are low in price, and residential property may be obtained upon advantageous terms.*

10. *It has the best hotel accommodations of any city of the same size in the South and excels many of greater population.*

But few places offer better inducements to the large and small manufacturer than does Roanoke at present. The latter does not need to build an expensive plant, the electric company supplying electric power for all kinds of industries upon reasonable terms. Roanoke is the natural trading center for a large expanse of surrounding country, and there are numerous local wants which could be supplied from here instead of obtaining them from a distance. The question has been asked, "What can advantageously be



made at Roanoke?" The answer might be: Everything of which the raw material can readily and economically be brought here, or is near-by. There is no reason why certain goods could not be made here as well or as cheaply as in the North. One thing in regard to Roanoke's geographical position is that it is not too far North to cater for Southern markets, nor is it too far South to debar it from Northern trade. Among articles which could be made here and which we believe would find a ready market in this section, are all products made of wood, such as buckets, tubs, bread bowls, rolling-pins, washboards, etc. Almost every freight train which comes here brings to the city consignments of this class of goods to be distributed from here within the territory dependent on this city. In fact, almost all small manufactures could be advantageously made here. The means Roanoke's citizens have accumulated are largely required for their present industries, but newcomers with capital will find local business men and local capitalists ready and willing to join hands with skilful and experienced managers.

### MANUFACTURING.

Manufacturing in Roanoke, although not assuming at the present time



ST. JOHN'S EPISCOPAL CHURCH

as extensive dimensions as is desirable, is nevertheless of a highly important character. First of all and standing apart from other industries here are the vast shops of the Norfolk and Western Railway, giving employment to 1,800 men. Next in rank as regards importance is the enterprise of the Virginia Bridge and Iron Company, who have an extensive plant turning out steel bridges, turn-tables, etc., and erecting warehouses, factories, and all other kinds of general structural iron and steel work. The Roanoke Cotton Mill Company manufactures cotton warp and yarns, and cotton wrapping twine, and employs a large number of operatives. There is also at Roanoke a silk mill, and recently there has been established here a knitting mill. There are two large furnaces now in operation here manufacturing foundry iron and basic iron for making steel, two machine shops, and several small repair shops. Another branch of industry extensively operated at Roanoke is the manufacture of sash, doors, blinds, and mill work generally, this branch of production being represented by several important enterprises. In addition brick is also made in the city. One of the largest brewery plants in the State is located at Roanoke, their line of production including lager beer, ale, and porter. There is also an extensive plant here manufacturing granulated smoking tobacco. The Blue-Ridge Overalls Company are extensive manufacturers of overalls for workmen's use, coats, etc. One of the largest manufacturers and shippers of marble and granite monuments also makes this city the theater

of his operations. The typographical art is significantly well represented in Roanoke, there being several important and well-equipped establishments of the kind, one of them being among the most extensive and important in the South. Another important enterprise in this city is a large flour mill and elevator which ships its product extensively throughout this part of the South.

There are three large ice plants in this city, one fertilizer factory and another about commencing business, a stave and barrel works; and other articles made here include awnings, bread and crackers, bed-springs, blank books and commercial stationery, aerated drinks, carriages and wagons, candy and flavoring extracts, cigars, clothing, electrical goods, drugs, patent medicines and family remedies, coffee and peanut roasting, steam laundry work, jewelry, millinery, tin and sheet iron work, soap, photography, tobacco bags, upholsterer's work, etc.

### WHOLESALE TRADE.

The wholesale trade of Roanoke has every facility for doing business,



JEFFERSON STREET, LOOKING SOUTH FROM THIRD AVENUE

the city being the center of a thriving and growing section of the country. The various lines here represented are in the hands of men of business ability and enterprise. They buy their goods in every case direct from manufacturers, importers, and first hands generally. As a matter of fact, Roanoke's wholesale merchants hold their own throughout Southwestern Virginia and in addition many of them have built up a large trade throughout this State, West Virginia, North and South Carolina, Tennessee, Kentucky, and the South. Their salesmen on their trips pass competitors from New York, Philadelphia, Baltimore, Richmond, and other trade centers, and get their goods in well against these sharp rivalries. This they are enabled to do by means of thoroughly understanding their trade, taking small profits, and carefully nursing their business.

In hardware and agricultural implements, boots and shoes, groceries—of which there are seven or eight important wholesale houses—dry goods, notions, etc., the volume of business is very large and the above lines are represented by houses who, in all respects, are fully up to date and have the very best of facilities. Quite a number of houses here combine important wholesale operations in conjunction with their retail business, practically embracing nearly all departments of trade.

The wholesale trade of this city is in the hands of men of ample capital



and first-class credit, able to buy as low as the lowest. Their credit is strengthened by the fact that failures are practically unknown among them. Most of them discount all their bills, and the advantages thus derived are shared with their patrons.

The merchandise brokers and manufacturers' agents, who constitute a very important adjunct to the wholesale grocery, produce, and grain trade here, also do a good business and transact important operations, being in constant direct telegraphic communication with their consignors and markets.

In connection with Roanoke's wholesale trade, special reference is due to the business transacted in country produce, foreign and domestic fruits, etc. This is a feature of the city's business which has greatly developed within the past few years. This vicinity is a large producer of country produce of all kinds, which is shipped here, not only to find a home market, but to be despatched and diffused within a wide range of territory. Wholesale dealers here also have the best of facilities for obtaining California and Florida fruits and early produce, and they receive bananas, cocoanuts, and other foreign fruits direct from the ships as they arrive at the ports of entry. There are here engaged in the produce and fruit trades a group of enterpris-



U. S. POSTOFFICE

ing business men who transact in their lines an annually growing business, and who ship extensively to all parts of this and adjoining States, and in certain lines to still further distant sections.

#### RETAIL TRADE.

We question whether any city of like population is better furnished with more complete and varied retail conveniences than is Roanoke. The stores are all well arranged, lighted by electricity, and most of them have plate-glass fronts, modern fittings, and all up-to-date facilities and conveniences. This is particularly noticeable in the dry goods houses, clothing stores, furniture stores, jewelry stores, stationers, druggists, etc. The stocks handled by Roanoke's retail merchants embrace full supplies in all lines and they spare no pains to maintain their stocks as complete, varied, and up to date as possible. One fact that enhances the city's retail trade is that Roanoke is the trading center of an important agricultural country, and a large amount of business is drawn here to swell the general aggregate of retail transactions. Another point is that the residents of this city are well employed at good wages and are prosperous, and they believe in circulating their earnings within moderate limits and not hoarding them up in a stocking

or burying them in the ground. The retail trade of this city is conducted by individuals and firms comprising men of experience, enterprise, and integrity. All departments of endeavor find representatives and all seem to be doing good business.

### COAL.

One of the most noticeable features of Roanoke within recent years is the fact that from here is transacted a very large and increasing trade in coal, and that some of the most important houses engaged in the sale and shipment of coal have offices here, and that others make this city their headquarters. A number of mines in the coal regions have also their executive offices at Roanoke. We do not intend to speak here of the coal districts. That would hardly come within the scope of a book reflective of Roanoke, but the fact that much of the distributive business of those sections is transacted from here adds naturally to the reputation of the city. Recently the Pocahontas Coal and Coke Company, who are the owners of the coal lands



PERRY BUILDING, OPPOSITE POSTOFFICE

in the Pocahontas coal districts, have established their offices here. This company do not mine the coal, but lease out the mines to the operators upon a royalty. The coal distributors who have offices are the well-known firms of Castner, Curran & Bullitt, who are the sole shippers and sellers of the celebrated C. C. B. Pocahontas coal; Jewett, Bigelow & Brooks, of Detroit, who handle Tug River, Pocahontas, and other coals; The Hull Coal and Coke Company, who are sole agents for Pocahontas coke and Red Jacket coal; The American Coal Company, of New York, who market Pulaski anthracite in this section; The Montgomery Anthracite Coal Company, and the Clear Air Anthracite Coal Company, producers of Virginia anthracite, represented by the Stras-Walton Company here, and D. H. Matson, who handles all kinds of coal and coke on commission. Through the above houses many thousands of tons of the mineral are annually disposed of and there is every reason to anticipate an increased expansion of this department of Roanoke's business.

### REAL ESTATE.

The demand for real estate has in recent years settled down to a steady and satisfactory one. During the so-called "boom" of 1886-93 there were



inflated values, but the effects of this unhealthy stimulation have long been totally eliminated. Now there is a steady and conservative advancement which is sure to be permanent. Property when sold almost always brings all that it cost and a fair margin of profit. Outside investors can depend upon finding in Roanoke real estate a lucrative method of placing money which will yield them good interest and which is certainly preferable to investments in a certain class of industrial schemes full of water and which were only created for the benefit of their promoters, as the past year has demonstrated to the cost of thousands. Building in Roanoke has been steady, both in dwellings and business blocks, and 1903 has been no exception, notwithstanding the advance in the price of materials. Roanoke might well be called a city of homes. Land is not held at fancy prices and the reasonable rate



JEFFERSON STREET ENGINE HOUSE

at which the mechanic or the young business man is able to experience the great benefit of owning his own home has advanced the welfare of the city and has created a class of citizens who are content and are bound up with the interests of the community. Rented property also is always in demand, and as before said is profitable and serves as the best means of sound investment. The real estate agents here are entitled to much credit and they have contributed in no small degree to the activity of the general real estate movement. The business is represented by men of energy, integrity and enterprise. Investors from a distance who are interested will do well to enter into correspondence with any of the real estate firms sketches of whose business and facilities will be found detailed in the second part of this volume. There will be found on their books all kinds of real estate for investments—improved and unimproved properties, vacant lots for business purposes, manufacturing sites, farm and mineral properties, etc. There is no doubt but that Roanoke to-day furnishes the best of mediums for the plac-

ing of funds where they will fructify and increase, at the same time furnishing a sure and staple form of permanent income.

### FARMING AND TRUCKING.

Roanoke is the center of one of the best agricultural sections of the State and offers the best inducements to the farmer, fruit and vegetable-growing, etc. The general surface of the country is high above the sea-level and is sufficiently rolling to afford good drainage, which is further facilitated by numerous streams of running water. The soil is largely disintegrated limestone, which is particularly well adapted for the growth of the finest grass for pasture. By the proximity of the mountains and other climatic conditions, a seasonable rainfall is assured, and good, clear water can be obtained from springs and wells in nearly all localities. Farming either on a large or small scale can be prosecuted under highly favorable conditions. The



PERRY BUILDING, CAMPBELL AVENUE

country is well adapted to the growth of wheat, corn, oats, all grasses, potatoes, cabbage, and all vegetables grown in northern and central sections. It is one of the finest grazing countries in the State and especially adapted for the fattening of cattle and sheep for the table. The breeding of horses can be carried on with facility. One of the features of the farms adjacent to Roanoke is the growing of fruits and vegetables and all kinds of truck. This industry has proven highly lucrative and successful. Roanoke affords a good outlet for the above, but now truckers are largely increasing their output and produce is shipped from here to distant parts, largely through the means of the wholesale produce dealers of the city. In and around this district are a large number of canners of fruits and vegetables of all kinds, the goods being shipped to all parts of the country and holding the highest reputation in the markets.

Not far from Roanoke is the celebrated Virginia pippin belt, which produces the finest apples grown anywhere. They are known as the Albemarle pippin, or as some call them, the Back Creek pippin. They are the pride of the country and they are shipped North in large quantities, mainly for export



to England. The production of this fruit has proved very successful and profitable, the apples fetching the highest prices in the market.

Strawberry culture if properly carried out would prove very successful, and they could be shipped at a time between those grown in Florida and the advent of the home-grown fruit in northern sections.

A profitable source of income if attended to carefully is the raising of poultry. Chickens, turkeys, ducks, geese, and eggs are always in demand, and the market for them is right here on the spot. In fact, farmers from the North would do well to leave a land which is frozen up more than half the year and come to Southwest Virginia and partake of the blessings and opportunities here offered them. Good farming lands can be obtained at comparatively low prices per acre, according to soil and proximity to markets. There are all conveniences in this district—good country schools, churches, good roads and railway facilities. Enquiries addressed to the Secretary of the Chamber of Commerce, or to any of the real estate men mentioned in



HON. J. H. CUTCHIN, MAYOR OF ROANOKE

these pages, will be met with all information and particulars in regard to the advantages which this country has to offer.

### MUNICIPAL.

The city is extremely well governed. All works within the duties of the municipal authorities are thoroughly carried out and the taxes are judiciously utilized, after payment of interest on the bonded debt, for city expenditure, salaries, and public improvements. We have elsewhere referred to the improvements about to be inaugurated by extending the sewage system, which will make the city, if possible, more healthful than before. The recent introduction of a paid fire department was also a step in the right direction and Roanoke enjoys an immunity from fire disasters which is the envy of other cities, as will be exemplified from the following, thus: The loss from fire per capita of population at Lynchburg was \$2.58; Newport News, \$2.69; Norfolk, \$8.12; Petersburg, \$1.74; Richmond, \$3.28; and Roanoke only 35 cents—a really remarkable showing. This information is supplied by the National Board of Underwriters, and is therefore accurate.

The city's bonded indebtedness is about \$800,000, the lowest bonded

indebtedness of any city in the State of Virginia of equal population, and the rate of taxation is but \$1.25 per \$100, also the lowest rate of taxation under like conditions. The assessed value of property is \$13,158,881, but this is below the real value, which approximately is about \$16,000,000. Thus the ratio of taxation is really less than indicated. In other cities the assessment is often up to the full value of the property.

The city's bonds are all above par and are considered by high financial authorities to be gilt-edge securities. Within a recent period part of the debt has been refunded at lower rates of interest, which will tend yet further to reduce the rate of taxation.

The Mayor of the city is Joel H. Cutchin. S. S. Brooke is Clerk of Courts, Waller M. Turner is City Treasurer, W. E. Thomas is City Clerk, and J. H. Wingate is City Engineer. Altogether it may be said that Roanoke to-day presents in every way the aspect of a healthy, well-governed city, where law and order reign and where life and property are as efficiently protected as in any city in the land.



CITY HALL AND JAIL

### ELECTRIC TRACTION, LIGHT, AND POWER.

There is no interest in the city that has contributed more to its advancement and convenience than has the enterprise which is now conducted under the name of the Roanoke Railway and Electric Company. In tracing briefly the history of street traction here, we must premise that it was in the year 1888 that an organization known as the Roanoke Street Railway Company commenced operating a horse-car line in this city. In 1889 they built a dummy line between Salem and Vinton and continued to carry on the business until 1892. In that year this company was bought out by new parties who the following year (1893) changed the road over to an electric line. In 1889 this company was reorganized and was consolidated with the Roanoke Light and Power Company under its present designation of the Roanoke Railway and Electric Company. Its interests were held by local parties until January, 1903, when the present proprietorship assumed control and subsequently the plant and facilities have been materially improved and extended.

The company now operate nineteen and a quarter miles of electric railway, extending from the junction of Jefferson Street and Campbell Avenue in the center of the city, in all directions, and also from Salem, seven



and a half miles west, to Vinton, two and a half miles east, passing through Roanoke in transit. The equipment of the road is entirely up to date and modern. There are in use altogether about thirty cars, including seven new double-truck convertible cars, a new modern freight car used between Vinton and Salem, and a sprinkling car for sprinkling the roads, all of the latter having been recently installed. The cars are operated within sufficiently frequent intervals, according to the season, and a degree of system and order supervenes which contributes materially to efficiency.

While speaking of the street car system reference is due to the new Mountain Park recently purchased and laid out by the Company. This property covers about 36 acres and it is located on the west side of Mill Mountain, about a quarter of a mile west of Virginia College. The ground was purchased August, 1902, and work was commenced on it in April, 1903. It is laid out in walks and flower beds, and groves for picnicking, and has seats, swings, etc., for the convenience and comfort of the public. It has one of the best casino buildings in the South. In the season there are here



ROANOKE RAILWAY AND ELECTRIC COMPANY—MOUNTAIN PARK

provided attractive stage entertainments, vaudeville, opera, and comedy, by the best artists. There will be added this summer a dancing pavilion. All the amusements are free except a small charge being made for the entertainment performances. The park was open last year and was very successful. The coming season its attractions will be augmented. As a delightful spot for Sunday-school picnics, society meetings and assemblages, for orders, etc., this place is unexcelled and it has met with large appreciation and favor with the public. There is a frequent service to the park by the cars throughout the summer and fall seasons.

In regard to the light and power departments we will state that the Company have in operation in Roanoke 6,000 incandescent lamps and 350 arc lamps used for city lighting and business houses. They also supply power for the operation of all kinds of factories, elevators, etc. This is an important feature of Roanoke's facilities, enabling all kinds of enterprises to be installed here without the expense of having to put in complicated and costly operative appliances.

The Company have lately made extensive improvements to their power house and, indeed, at all times are expanding its facilities and efficiency.

Everything here is modern and up to date and it will compare favorably with any electric power plant of like capacity anywhere in the country. They have also made extensive improvements at their car barns during the past year and now they have one of the best equipped car barns in the South.

In the various departments of the enterprise about eighty-five men are employed, who have been selected for their efficiency, steadiness, and good character.

The president of the Company is Mr. R. D. Apperson, of Lynchburg. Mr. F. H. Shelton, of Philadelphia, is secretary and treasurer, and Mr. J. W. Hancock is general manager in this city. This gentleman has been identified with the industry for a period of about nine years. He commenced as cashier, was secretary in 1899, and was appointed to his present position in 1901. He has entire charge of the business here and devotes to it his constant care and supervision.

### EDUCATIONAL.

Roanoke has every reason to take pride in her public school system,



MOUNTAIN PARK CASINO

which in point of detail will bear favorable comparison with any Southern city. There are here in operation one High School for white scholars and five grammar schools for white pupils. The colored schools are two in number. The public school buildings are well built and the newest and most approved methods of study are employed, and new apparatus is introduced as occasion requires. The pupils are almost invariably found willing to improve their opportunities, with a keen appreciation of the advantages offered.

The standing of the graduates of the High School of Roanoke at the University of Virginia, and at Washington and Lee University, Virginia Polytechnic Institute, Virginia Military Institute, and other institutions, has been most excellent and is proof of the thorough instruction offered at that institution.

There are in Roanoke's schools sixty-three teachers who have been chosen for their qualifications alone, and not for private or political ends.

Besides the public schools, reference must be made to St. Andrew's Parochial School for Roman Catholics. This is conducted under the supervision of the Catholic ecclesiastical authorities. It is admirably conducted



and is attended not only by Catholic children, but by others of all denominations.

In addition to the above there are located at Roanoke and within a short distance of the city several high-class colleges for both sexes, and also a business college.



HIGH SCHOOL

H. H. HUGGINS, ARCHITECT

### Virginia College For Young Ladies.

This college was founded about twelve years ago by the Rev. Wm. A. Harris. Since his death in 1893 the institution has been conducted by his daughters, Miss Mattie P. Harris and Mrs. Gertrude Harris Boatwright. It gives a complete college course leading up to B. A. and M. A. degrees. The



COMMERCE STREET SCHOOL

college enjoys the highest reputation throughout the country and is largely patronized, students coming here from all parts of the South and beyond.

### Hollins Institute.

Hollins Institute is six miles from Roanoke in a northerly direction. It has its own railroad station, telegraph office, etc. The institution ranks high in educational matters and it has been improved up to the highest

standard of efficiency, placing it in the forefront of modern schools for the higher education of women. It has now passed into its seventh decade of usefulness, and its high standard has always been maintained. In music, art, science, and literature, as well as other branches, it may be said to take the foremost position, and this fact is realized, as may be evidenced by the fact that the capacity of the institution is always taxed to its fullest extent. Roanoke takes Hollins Institute to itself and claims its possession and the fair name of the school is a source of pride to the whole community. The patronage of the institution comes from Virginia and the Southern States generally, as well as from all other sections. The management of the Hollins Institute is vested in the hands of Mr. J. A. Turner, who will be glad to furnish all required particulars.

Roanoke College, located at Salem, Virginia, seven miles from Roanoke, will be referred to in another part of this work.



ROANOKE HOSPITAL

### CHURCHES AND CHARITIES.

Roanoke is well blessed with churches, as may be realized by any visitor who observes the heaven-pointing spires that rise from every part of the city. Some of these edifices are remarkable for their architectural beauty, and they are all well attended. There are here some twenty-nine or thirty places of worship for white people, divided about as follows: Baptist, eight; Christian, one; Episcopal, two; Lutheran, one; Methodist-Episcopal, seven; Presbyterian, four; Roman Catholic, one; United Brethren, two; and miscellaneous, three. The colored people have about a dozen churches, embracing various denominations.

The Young Men's Christian Association have a building which is open daily from 9 a. m. to 10 p. m., where strangers to the city are always made welcome. There is also a Y. M. C. A. Railroad Department, this organization having their own rooms and conveniences.



Most of the churches maintain associations for the relief of human want, and in addition there are a number of organizations whose missions are enlisted in charity's sacred cause. Of these, specially noticeable is the Charity Organization Society, the City Hospital, as well as the public almshouse maintained by the city for the housing of the indigent poor.

Private charity is ever active to make the path of the unfortunate and helpless easier, regardless of color or race, and those that are really worthy seldom have a deaf ear turned towards them.

### SOCIETIES, AMUSEMENTS, ETC.

In the way of amusements and societies there is much to make life in Roanoke pleasant and agreeable. There is a first-class and well-appointed opera house, known as the Roanoke Academy of Music, with every facility and convenience. During the season the cream of dramatic and musical



ELKS' HOME

H. H. HUGGINS, ARCHITECT

entertainments are placed before the public. Roanoke is known as a "good theater town" and consequently the very best dramatic organizations pay periodical visits to the city. During the winter there are also dances, musicales, and other entertainments. There are also a number of social clubs, viz.: The Blue Ridge Gun Club, Country Club, Roanoke German Club, Shenandoah Club, and the Elks' Club.

Secret society organizations are well represented here. In Masonic there are here Bayard Commandery No. 13 Knights Templar, Murray Chapter No. 22 Royal Arch Masons, Lakeland Lodge No. 190, and Pleasants Lodge No. 63 A. F. & A. M. The I. O. O. F. have an encampment, two lodges, and a lodge Daughters of Rebekah here. The B. P. O. E. are also strongly represented at Roanoke, and they have for a home one of the most striking and handsome buildings in the city. In addition there are several lodges of Knights of Pythias, also Knights of Honor, Mystic Chain, C. K. of A., U. C. V., G. A. R., I. O. R. M., Jr. O. U. A. M., Royal Arcanum, K. of C., A. O. H., Catholic Benevolent Union, I. O. H., and others.

### ROANOKE FAIR.

Special reference is here due to the first Fair given at Roanoke by the organization now known as the Virginia State Fair, at Roanoke. During the past year a popular movement was set on foot by a number of business men here to establish an annual fair at Roanoke. Their efforts culminated in the purchase and the laying out of grounds covering an area of 37 acres. On the property were constructed suitable buildings and a grand stand and a half-mile track. The fair held from October 21st to 24th, inclusive, was an emphatic and pronounced success. The number of paid admissions aggregated about 20,000, and the organization made a net profit of \$2,500—about ten per cent. of the subscribed capital. The racing was especially good and enjoyable, and horses competing sent hither from New York, Virginia, West Virginia, North Carolina, Washington, and other localities. Results devel-



NEW PERRY BUILDING, CAMPBELL AVENUE

oped that the track is one of the fastest half-mile tracks in the country, the week's record giving a speed of 2.15½ minutes to the mile, as against 2.16½ minutes at Greensboro. The recent fair showed marked appreciation of its features on the part of the residents of this city and surrounding districts. No similar fair attracted more exhibitors of a better class. Few showed a larger attendance. One advantage which the city gains in connection with this function is that the facilities here available are attracting the attention of horsemen to this point as winter quarters for housing and training horses, there being at the present time some twenty-five horses domiciled on the grounds. In the possession of this fair the city has now one of a number of institutions which surprise the stranger and cause visitors to estimate the population and importance of the city at a much larger ratio than it really possesses. This characteristic, however, is but reflective of the enterprise and energy which distinguishes Roanoke in nearly everything she undertakes. The executive officers of the organization are J. P. Woods, president;

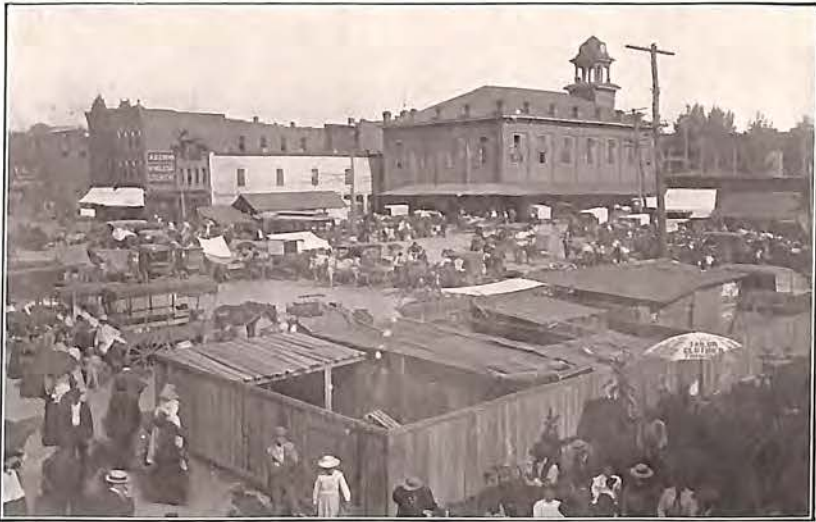


Edward L. Stone, vice-president; W. L. Andrews, secretary, and R. H. Angell, treasurer, to whose untiring efforts in the cause must be attributed much of the success achieved.

### UNITED COMMERCIAL TRAVELERS OF AMERICA.

Roanoke Council No. 174.

The above Council of the United Commercial Travelers was organized in this city December 29th, 1900, with thirty-three charter members. Since then its growth has been very pronounced and it now has a membership of about 140, embracing practically all the traveling men from this city and vicinity. The membership of the Council, moreover, is limited and is conferred on those who have been on the road for at least a year and who are engaged in legitimate business. The organization is a secret order, but its principal aim is directed to furnish a reliable form of accident insurance to traveling men, and to promote good feeling and fellowship among its mem-



MARKET SQUARE

bers. Another point that is of the greatest interest is that there has never been a commercial organization which has done so much to inculcate among its members integrity, temperance, and good morals, and to elevate business dealings to the highest standard. The supreme body of the order is located at Columbus, Ohio. It was organized January 16th, 1888, and now has a membership of 25,000 men diffused all over the Union, and 8,000 of these have been added within the past two years.

Among those who are prominent in the affairs of the organization here are J. F. Lee and T. J. Phelps, past senior councilors; R. H. Angell, past councilor; P. W. Kesler, senior councilor; R. G. Lamkin, junior councilor; Blair J. Fishburne, secretary and treasurer; C. H. Kesler, conductor; B. F. Moomaw, page, and F. W. Michael, sentinel. The executive committeemen are R. R. Fairfax, T. A. Mitchell, G. S. Stevens, and F. P. Cummings.

A Grand Council of this body, which embraces the States of Virginia, West Virginia, Maryland, and Kentucky, will meet at Roanoke May 26-28, 1904. For its entertainment the Roanoke Council will spend about \$2,500, and it is certain that the function will prove a great success. As a souvenir

of the occasion the Roanoke Council will publish a handsome illustrated book, which will be one of the finest and most finished specimens of the typographical art, and which at the same time will show visitors and the public generally the great advancement made by the City of Roanoke during recent years.



MILL MOUNTAIN FROM J. H. MARSTELLER'S RESIDENCE

### THE PRESS.

Roanoke is well provided with newspapers which reflect the advancement of her citizens in education and general information. These are conducted with a spirit of enterprise which indicates a just appreciation of the important position they occupy as indicators of public sentiment. The newspapers are:



CRYSTAL SPRING—THE LAKE, LOOKING EAST

*The Roanoke Times*, founded in 1886 and published by the Roanoke Publishing Company. This is a morning paper published every day of the week except Monday. Its politics are independent Democratic. It is ably conducted and is altogether a progressive example of modern journalism, containing full Associated Press reports. It has a circulation of 3,400 copies.



and its subscription list includes residents of Southwest Virginia generally. *The Roanoke Times* is valuable as an advertising medium and it is well patronized by the business houses of the city.

*The Evening News* was founded in 1900 and is published by the Roanoke News Company. This is an evening paper and has a circulation of about



CRYSTAL SPRING—THE FALLS

2,800 copies, mostly in the city and vicinity. It is a bright, newsy paper and sold for a penny is bought by every one. It is independent Democratic in politics. It has been pronounced as achieving the biggest success of afternoon journalism in the South, outside of similar journals published at Richmond, Birmingham, and Atlanta. As an advertising medium this paper has also earned good repute, as has been realized by merchants.



CRYSTAL SPRING—THE LAKE, LOOKING WEST

*The Evening World*, founded in 1889, and published by the World Printing Company, is a paper that has long enjoyed the fullest appreciation and support of the Roanoke public. It is sturdily Democratic and is truthful and fearless in its opinions, striving always for the right and the best interests of the public. It publishes about 2,400 copies. Is issued every afternoon except Sunday, and circulates in Roanoke and vicinity. It contains all the

local and foreign news and the reports of the Publishers' Press Association. The president of the World Printing Company is A. H. Dooley, and R. H. Angell is secretary and treasurer. *The Evening World* is a favorite advertising medium, business men fully appreciating the satisfactory results obtained by patronizing it. The World Printing Company have recently installed a new plant costing \$10,000, which adds materially to its facilities and conveniences.

There is also published here the *Labor Unionist*, a weekly journal issued in the interest of the Central Trades and Labor Council and affiliated unions; and there are one or two other periodicals of minor interest published in the city.

### CHAMBER OF COMMERCE.

An organization of some of the leading business enterprises of Roanoke entitled the Board of Trade, was instituted in 1899 and has since accomplish-



COL. S. S. BROOKE  
PRESIDENT FORMER BOARD OF TRADE



J. D. JOHNSTON  
SECRETARY FORMER BOARD OF TRADE

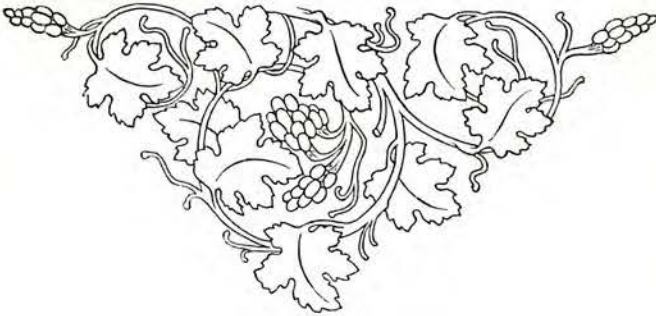
ed much good work in the interest of the city. A body known as the Merchants' and Manufacturers' Association, and composed mainly of the wholesale trade of Roanoke, was instituted in 1901, and this also labored well to advance the interests of jobbers and shippers. During the month of December, 1903, a project was set on foot to amalgamate the above organizations and with the addition of a number of new members to form an entirely new body. This plan culminated in the formation of the Chamber of Commerce of the City of Roanoke, organized January 4th, of this current year. It has been instituted in the belief that united organization and unity of action, concentration of effort purpose, and energy, combined into this association would better ensure the advancement of the commercial, manufacturing, and general interests of the city and locality and their welfare. Some of the objects of the organization are: To advance by every means the development and growth of the city and to bring into effect necessary public improvements, to establish-



ing and inducing to locate here new industries; to correct business evils, combat unfair legislation, and remove impediments to progress; furthermore, to infuse life and energy in every branch of trade and commerce, and to induce cordiality and friendship among business men. The executive officials and directors of the Chamber of Commerce of the City of Roanoke are, Ballard P. Huff, president; T. E. Jamison, first vice-president; S. S. Brooke, second vice-president; E. B. Jacobs, secretary, and S. S. Burch, treasurer. In addition to the president and vice-presidents, the Board of Directors comprises the following gentlemen: C. A. McHugh, R. H. Angell, R. R. Fairfax, C. I. Lunsford, S. D. Ferguson, and H. M. Darnall, the whole constituting a selection of some of the most prominent and influential members of the community. All enquiries regarding the City of Roanoke and the inducements it has to offer, should be addressed to Mr. E. B. Jacobs, the secretary, who will cheerfully furnish all required information and details.

#### SUMMARY.

Roanoke has a record of continuous growth and prosperity, and it is a fair presumption that the future will yield results of even accelerated expansion. Her natural advantages were at no time better supplemented by her acquired resources than now, and the opportunities to inaugurate new enterprises and obtain homes, occupations and happiness, are here open to all. This city is the home of intellectual vigor and refinement, with a past full of interest, a present full of earnestness, and a future full of brightness. We have said sufficient, and evidence is not wanting of all that we claim, and a visit to Roanoke by one that is not familiar with the subject, will convince him that for a place for sound investment, for a location in which to carry on business successfully, and for a city in which to live economically, happily, and well. Roanoke—the Magic City of Virginia—will compare with any city in the country.





TERRY BUILDING



# THE CITY OF ROANOKE

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## Leading Industries and Mercantile Establishments.

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### NATIONAL EXCHANGE BANK, Terry Building.

The success and ability displayed in the management of the banks in any important trade center, form an important gauge by which to estimate the commercial standing of the business community where their influence is felt, and an inspection of their standing and resources gives a valuable index to the condition of all business interests. One of the most popular and substantial of Roanoke's financial institutions is the National Exchange Bank. It was organized May, 1889, and its career has been marked with a most gratifying success. The capital stock of the bank is \$100,000, and it has a surplus and fund of undivided profits aggregating \$75,000. At no time has the bank paid less than six per cent. dividend, and it now distributes ten per cent. per annum to its stockholders. The president of the bank is Mr. T. T. Fishburne. Mr. J. B. Fishburn is vice-president and cashier. Mr. J. B. Andrews is second vice-president, and Mr. E. W. Tinsley is assistant cashier. Mr. T. T. Fishburne is also vice-president and treasurer of the Virginia Bridge and Iron Company, and vice-president of The Stone Printing and Manufacturing Company. Mr. Andrews is president of the Southern Shoe Company and secretary and treasurer of Huff, Andrews & Moyler Company, wholesale grocers. Mr. J. B. Fishburn is president of the Southwest Virginia Trust Company and of the Crystal Coal and Coke Company. With these gentlemen associated on the Board of Directors are Messrs. W. C. Stephenson, insurance underwriter and secretary and treasurer of the Buckeye Coal and Coke Company and connected with other coal mining interests; R. H. Fishburne, president of R. H. Fishburne & Co., tobacco manufacturers; F. B. Thomas of F. B. Thomas & Co., wholesale dry goods, and W. K. Andrews, ex-Mayor of the City. The bank transacts a regular banking business, receiving deposits subject to check, granting loans and discounts, and making collections in any part of the country through reliable correspondents, the principal of which are the National City Corn Bank, of New York; Corn Exchange National, Philadelphia; Fourth Street National, Philadelphia, and the Riggs National, Washington. The business of the bank has steadily expanded from the start and particularly is this noticeable within recent years. Thus in 1896, the deposits but slightly exceeded \$145,000; at the present time the average deposits amount to about \$850,000, and the loans and discounts outstanding generally aggregate about \$775,000. The bank solicits the accounts and business of manufacturers, capitalists, merchants, farmers, and the public generally. The bank has at the disposal of patrons a modern fire and burglar proof vault, in which are 300 lock boxes for hire at rents varying from \$2.50 and upwards annually. The National Exchange Bank is the designated depositary of the United States Government, State of Virginia, County of

Roanoke, and City of Roanoke. Finally, we may add that it is a bank of business in every sense of the term and indulges in no speculative or uncertain investments.

### F. B. THOMAS & CO.

Wholesale Dealers in Dry Goods, Notions, Etc.

Cor. Salem Avenue and Roanoke Street.

In reference to the jobbing trade of this city, we offer here a few details relative to the extensive wholesale



dry goods house conducted under the above title. This enterprise was originally founded in 1886 as wholesale grocers, but in 1898, the gentlemen at the head of the concern realized the opportunities which this city presented as a field of operations for a wholesale dry goods house, and inaugurated the present business, the former wholesale grocery being disassociated from it and conducted as a separate enterprise. Messrs. F. B. Thomas & Co. occupy at the above address, a large double four-story building, which is 50 x 80 feet in area, as well as another structure of three floors in the same block of 25 x 80 feet. The firm here carry a very large stock of dry goods, notions, underwear, matting, hosiery, white-goods, neckwear,

etc., including everything that could possibly be included under these headings. Specialties are made particularly of men's furnishings, shirts, and hosiery, and in these departments the firm carry as diversified and as complete a stock as may be found in this section. The facilities of the house in all lines include the closest connection with manufacturers, importers, and first hands generally. In their particular lines this firm is in a position to confer advantages and inducements difficult to obtain elsewhere. Their stocks are heavy and their lines are always full, and dealers are enabled to replenish deficiencies in the stocks at the shortest notice. The house has a branch office at 253 Church Street, New York, where they have a resident buyer always alert to obtain the latest novelties of each season and to seize every opportunity of the markets. In addition, Mr. F. B. Thomas, for general dry goods, and Mr. J. F. Lee, the notion buyer for the house, make periodical visits to the metropolis in the interest of the firm. The trade of the house is in Virginia, West Virginia, Tennessee, Kentucky, North Carolina, and South Carolina, and is represented on the road by eight commercial travelers. The members of the firm individually are F. B. Thomas, B. P. Huff, J. B. Andrews, and W. H. Thomas. All of the above are well-known and prominent business men here. Mr. Thomas gives his closest personal attention to the details of the business under comment, and of which he possesses a thorough knowledge and experience. The success of the house has evidenced the advantages and inducements it has to offer the trade, not only as regards completeness of stocks and low prices, but also because of its enlightened principles of fair dealing, enterprise and liberality. With ample capital and all facilities available it is not too much to say of this concern that it constitutes a very active motor of the commercial interests in this growing and prosperous city.



**W. L. BECKER, Merchandise Broker,  
131 Norfolk Avenue.**

Merchandise brokers are a class of business men who contribute largely to the wholesale transactions of a city. A well known and prominent exponent of this department of trade here is the enterprise of Mr. W. L. Becker, who established his business January, 1900. Mr. Becker represents a large number of manufacturers and first hands, practically embracing everything in the grocery trade and kindred businesses. Among such are the Cudahy Packing Company, of South Omaha; the Cudahy Bros. Company, of Milwaukee; B. H. Howell's Sons Company, of New York, sugar; and N. K. Fairbanks & Co., Chicago, lard. These of course are but a selection and are quoted simply to exemplify the high character of Mr. Becker's connections. The products are sold to the jobbing trade only, and on commission. The goods are shipped direct from the original sources to customers, generally in carload lots, and the lowest current prices are quoted, all fluctuations of the market being wired as they transpire. Mr. Becker has a warehouse at the above address, where he carries a stock of certain goods to fill immediate orders in this vicinity. Canned goods received from local sources are a specialty. This neighborhood is celebrated for its production of all kinds of canned vegetables and fruit, such as apples, tomatoes, corn, etc. Mr. Becker markets the product of a number of canneries in this vicinity, and his trade in this department is all over the South. In the other products he handles, his patronage is derived mainly from wholesale merchants in Southwest Virginia. Mr. W. L. Becker's experience of the wholesale grocery trade extends over a period of twenty-one years. He was formerly president of the Becker Grocery Company, of this city. We need not here refer to his standing other than to say that if required a reference to any bank or business house here will be all that is necessary. He has built up a large and growing business and has contributed much to the reputation of this city as a distributing center.

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**A. G. CHEWNING,**

**Wholesale Dealer in Produce, Foreign and Domestic Fruits, Etc.  
20 East Campbell Avenue.**

The growing importance of the wholesale produce and fruit trade of this city owes much of its present sound position to the efforts of those who were comparatively early in the field in the business. Of such should be instanced Mr. A. G. Chewning, who about 1891 bought out O. P. Evans & Son, whose business was established some years previously. Mr. Chewning occupies a store at the above address, and from there transacts an important wholesale trade in all kinds of country produce, such as chickens, eggs, vegetables, domestic fruits in season, also Florida, California, and foreign fruits, including oranges, lemons, bananas, etc. Produce is largely received from local farmers and the North; also domestic fruits and tropical and semi-tropical fruits from Florida, California, and the ports of entry direct. The house enjoys very close relations with shippers, of which it has connection with a large number, and it invites shipments of all kinds of produce, etc., paying spot cash for the same. The trade of the house, in addition to a large local business, extends throughout Southwest Virginia and West Virginia, and largely in the coal-fields districts. Dealers in these sections can always depend upon receiving choice supplies at the very lowest current prices. Mr. Chewning, by virtue of an extended experience, thoroughly appreciates the requirements of the market, and he is in a position to fill these wants to the satisfaction of his patrons. Dealings with this house will be found to be in every way satisfactory, fair and liberal treatment, promptness, and good values being characteristic features of the business.

**VIRGINIA BRIDGE AND IRON COMPANY,**  
**Manufacturers of Bridges, Turntables, Structural Steel Work, Etc.**  
**Roanoke, Va.**

Aside from the constructive department of the Norfolk and Western Railway, the enterprise of the above named company is entitled to rank as the most important industry of this city. Indeed the enterprise is the largest of its kind south of Pennsylvania, and its products find an outlet throughout the Southern States generally. The works were established in 1889 as the American Bridge and Iron Company, and in 1895 the present company acquired possession and entirely reorganized the business. The plant now occupies altogether an area of about ten and one-half acres. Upon this are erected, the bridge shop, 300 x 80 feet; the girder and machine shop, 75 x 260 feet; the boiler and engine room attached to the bridge shop, which is 50 x 30



STEEL BRIDGE NEAR MANCHESTER, N. C., ON LINE OF ATLANTIC COAST LINE R. R.

feet; a new office building which is one of the best appointed and most convenient in the city. The machinery and appliances here in vogue are of the very latest improved and complete character, and include punching and rivetting machinery, lathes, sawing machinery, milling machinery, etc., operated by an engine of 100-horse power and three boilers which, united, have a capacity of 300-horse power. Specially noticeable here is the pneumatic equipment, such as air-compressors for machine and hand rivetters, and for operating cranes, air lifts, etc. Altogether, the whole plant is equal within its capacity to any in operation in this country. About 175 men are employed in the shops, in addition to about 150 men engaged in the work of erection in different parts of the country. The energies of the company are directed to the construction and erection of bridges, turntables, warehouses, factory buildings, and general structural iron and steel work. Their facilities are complete, and they are prepared to undertake contracts of this character and to carry them out promptly and efficiently. They invite enquiries from any who may contemplate the erection of buildings in which structural steel



is utilized and they will promptly furnish plans, estimates, and all required details. The company have supplied work throughout the following Southern States: Maryland, Virginia, Georgia, West Virginia, Florida, North and South Carolina, Alabama, Louisiana, Texas, Tennessee, and Kentucky. While it is almost invidious for us to mention any of the contracts carried out by them, we may cite as especially noticeable among later contracts, the new rolling mills at Knoxville, Tenn., for the Knoxville Iron Company; new steel buildings for the Virginia Portland Cement Company, at Craigsville, Va.; all the Norfolk and Western Railway shops, at Portland, Ohio; besides many others. The company have done a good deal of structural work in the erection of manufactories, cotton mills, large warehouses, etc., and especially in this department do they solicit enquiries. The Virginia Bridge and Iron Company have a capacity of about 12,000 tons of manufactured product annually, the largest capacity of any bridge and iron works in the South.



SIXTY-FIVE FOOT DECK TURNTABLE FOR 300,000-POUND LOCOMOTIVES.  
BUILT FOR SOUTHERN RAILWAY COMPANY, AT SALISBURY, N. C.

One fact worthy of consideration is that these works located here are better situated for the transaction of Southern business than others farther North. the obvious advantages of decreased freight expense being apparent, and its operations have been free from any labor troubles whatever since its organization. The enterprise is entirely independent, and is in fact owned and conducted by Roanoke residents and capital. The executive officials of the company are as follows: W. E. Robertson, president; C. E. Michael, vice-president and general manager; T. T. Fishburne, vice-president and treasurer; J. L. Richey, secretary, and H. W. Klare, chief engineer. Mr. Robertson and Mr. Michael give their closest personal attention to the conduct of the enterprise, and Mr. Klare as chief engineer, supervises the engineering and drafting departments. The board of directors consists of: Messrs. W. E. Robertson, C. E. Michael, T. T. Fishburne, E. L. Stone, J. B. Fishburn, Walter B. Bevill, and R. H. Fishburne, representing the leading elements of this city's financial and business enterprise and activity. These works are of large benefit to Roanoke, not only in giving employment to many skilled

operatives and others, but also in enhancing the reputation of the city as a productive center, and as the theater of operations of one of the most extensive enterprises of this character in the country.

### HOTEL ROANOKE,

Fred E. Foster, Proprietor, Roanoke.

Perhaps no institution of Roanoke has contributed more to make known abroad the name of this city than has the Hotel Roanoke. The house was built in 1882, and it was enlarged in 1888 to keep pace with the enhanced favor which it received at the hands of the public. 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, shade trees, etc., rather resembling one of the park-like homes of old England than an ordinary American hotel in a new city which can only boast of a few more than twenty years of existence. The building is a hand-



some specimen of Queen Anne architecture, covering an area, with the wings, of about 200 x 150 feet. It has broad piazzas, and sun-parlors, glass-walled, facing the city. This is filled up with palms and plants, and gives a tropical effect even in the depth of winter. The hotel is equipped with every convenience for the comfort of guests. There are elegant ladies' parlors fitted with writing-desks, a handsome and spacious lobby, well-appointed billiard hall, bar-room, etc. All the sleeping rooms are commodious, light, and airy, and well furnished. There are a large number of rooms with private baths. The sanitary arrangements are of the most modern and up-to-date character. As to the table, it is hardly necessary for us to allude to it other than to say that all the markets in the country contribute in the various seasons to make it equal to the best in the South, and the services of a first-class *chef* are brought into requisition. The Hotel Roanoke caters to the patronage of tourists, health-seekers, and commercial travelers. Ordinarily tourists on their way to Florida and elsewhere have been afraid of the accommodations of most Southern hotels, but in breaking their journey here and stopping at the Roanoke they may rely upon being housed in a hotel fully the equal of any in the South. Of course the patronage of commercial men is particularly catered to. Spacious and convenient sample rooms are placed at their disposal if required. Knowing that a house of this superior character exists at Roanoke, "Knights of the Grip" should make it a point to get here at the end of the week so as to spend Saturday to Monday at "The Roanoke." The rates of the hotel are from \$3 to \$4.50 per day, according to room, with



special rates to commercial men. We might here mention that the Roanoke has gained considerable repute in catering for banquets, public dinners, receptions, etc., and it has every facility in this department. Mr. Fred E. Foster, the proprietor, has been connected with the management and conduct of this house since 1888. He was its proprietor from that date until 1893, and in 1901 again assumed control. He has had thirty years' practical experience in the hotel business and is well known to the traveling public. He was formerly proprietor of the Avon Inn, Avon, N. J., and the Hotel Columbia, Belmar, N. J.

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**BALDWIN'S DETECTIVES, W. G. Baldwin, Supt.**

**Tipton Building, 108 Jefferson Street.**

The City of Roanoke is the headquarters of one of the most efficient detective agencies in the country, which is known generally as Baldwin's Detectives. The enterprise was established here in 1887, by Mr. W. G. Baldwin, who commenced criminal investigations in 1885, and for a time operated individually. Later he became chief detective for the Norfolk and Western Railway, Adams Express Company, and some other large corporations. To-day his operations are upon the largest scale, entailing the services of over a hundred assistants, and having branch offices at Bluefield, W. Va., Savannah, Ga., and Richmond, and resident agents elsewhere. Baldwin's Detectives are at the disposal of railroads, corporations, banks, business houses, etc. They are prepared to investigate all descriptions of crime, such as murder, arson, injury to property, theft, forgery, blackmailing, kidnapping, frauds, etc., but no divorce or "spotting" cases are undertaken. They also furnish men to detect dishonesty of employes, absconding defaulters, and debtors, and to obtain evidence in intricate criminal and civil cases and otherwise to undertake any matters or cases which come within the functions of legitimate detective work. Their services are not at disposal of criminals or those who have wrong ends in view. Baldwin's Detectives act only upon strictly honest principles, and as emissaries of justice, do not lend aid and comfort to those who may wish to defeat the ends of justice. The agency does not accept contingent fees or payments by results. The charges are based upon a fair and moderate scale, at so much per day for the actual time expended, of course legitimate expenses being added. Baldwin's Detectives have control of all the detective business of the Norfolk and Western Railway, the Chesapeake and Ohio Railway, and the Seaboard Air Line. They also do work for guarantee and express companies, banks, legal firms, business houses, and individuals. We will here mention a few notable examples of the work performed by this agency, viz.: The running down and killing of the notorious desperado Bill Moran in Tazewell County, who had killed three men before his career was brought to an end; the breaking up of the Hatfield-McCoy feud in West Virginia, also the breaking up of the Morgan gang of post-office robbers in West Virginia. Within the past year Mr. Baldwin succeeded in detecting and arresting the Kennedy and Bailey gang who wrecked a train at Greenville, Va., causing the death of West Bailey, a prominent and popular engineer of the road. Mr. Baldwin himself may be cited as a thoroughly experienced and tried detector of crime. That he is a brave man is obvious, but mere bravery is but one of many qualifications required to make a successful detective. To this quality should be coupled tact, perseverance, and a knowledge and familiarity of the ways of criminals only obtained through experience. The many years which Mr. Baldwin has followed his profession, and the opportunities presented by his railroad and mining experiences, render him eminently qualified to direct and control an enterprise of this character. Mr. Baldwin is a member of the International Association of the Chiefs of Police, including the National Association of the



United States and Canada. He has recently returned from an extended tour in Europe, having been sent there by the above mentioned organization. Besides Great Britain he visited every continental country but Turkey, and was received everywhere with courtesy and kindness by the police and other authorities. The object of his visit was to observe and study the finger-print system for the detection of criminals, now brought to a high degree of perfection in Europe, and especially at London and Paris. He visited Scotland Yard in London and the headquarters of the police at Paris, and was shown the working and merit of the system. It will be adopted by the police authorities throughout the United States, and through the efforts of Mr. Baldwin a number of the European governments have promised to send police exhibits to the coming Louisiana Purchase World's Fair at St. Louis.

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**ROANOKE COTTON MILL COMPANY,**  
**Mills at Norwich, Adjacent to Roanoke.**

This company was organized in 1901, and its plant now occupies the site of what was formerly the Norwich Lock Works. The buildings, however, have been entirely remodelled and refitted. The property of the company covers altogether about ten acres. The factory is in the form of a hollow square. On one side it is of the dimensions of 350 x 50 feet, and on another it is 175 x 50 feet. On the river it abuts for a length of about 125 feet. On the property there are storage-houses, cottages for employes, etc. The machinery was supplied by Howard & Bullock American Machine Company, of Pawtucket, R. I., and there are 5,000 spindles. The motive power is obtained from a 175-horse power Harris-Corliss Compound Eccentric Engine, and a 250-horse power Wilcox boiler. The company have their own electric light plant, and the works are equipped with an automatic sprinkler for fire protection. At the mills are manufactured cotton warps and yarns, and wrapping twines on cones, tubes, and balls, the yarn being generally used in the manufacture of carpets, hammocks, etc. The executive officers of the company are R. R. Fairfax, president; V. P. Travers, of New York, vice-president; R. H. Angell, second vice-president; Edward L. Stone, secretary and treasurer. In addition to the above the directors are Blair J. Fishburne, R. M. Bibb, J. H. Yost, Lucian H. Cocke, and T. W. Goodwin.

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**S. D. FERGUSON, Private Banker,**  
**100 Campbell Avenue.**

In reference to the financial enterprises of the city, apart from the incorporated institutions, reference is due to such as are transacting what is generally designated as a private banking business. In this connection we here allude to the enterprise of Mr. S. D. Ferguson, which was established by him in 1887. This gentleman devotes his energies to buying and selling stocks and bonds for investment, mainly Southern securities. He also advances funds on bond and mortgage and other tangible collaterals. Loans are promptly made at fair and reasonable rates of interest and such arrangements can generally be made with him to meet the requirements and circumstances of borrowers. It will not be required of us to allude here to the standing of this gentleman, as he has long been well known in financial circles here. We may, however, say that he has always been active in the advancement and welfare of the city. He is president of the Blue-Ridge Overalls Company, and is manager and a director of the Vinton-Roanoke Water Company. He is also one of the directors of the recently organized Chamber of Commerce and is otherwise identified with a number of interests of importance.

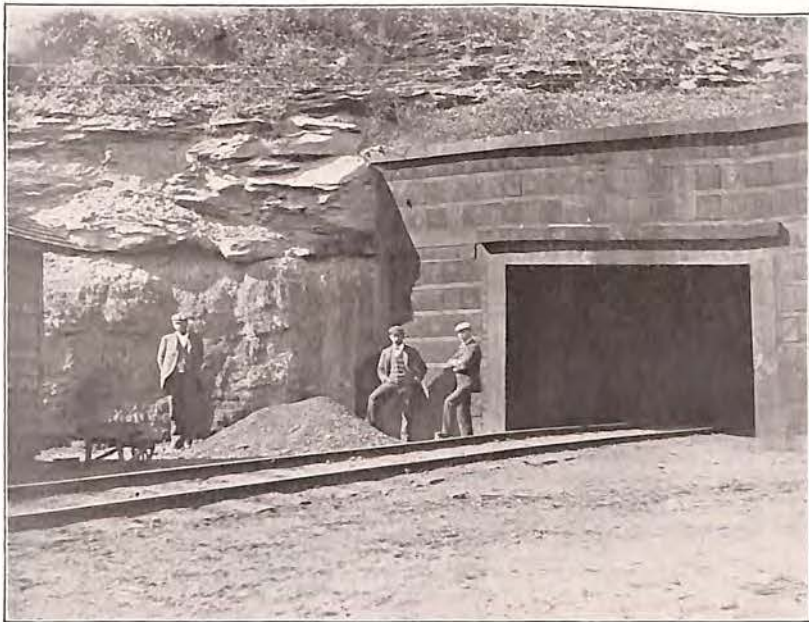


**CASTNER, CURRAN & BULLITT,**

Sole Agents for the Celebrated Pocahontas Smokeless Semi-Bituminous Coal,  
Arcade Building, Philadelphia. Roanoke Branch Office, Terry Building.

The fame of the celebrated Pocahontas Smokeless Semi-Bituminous Coal is now well spread throughout the two hemispheres, and we can hardly be expected in a work of this character to do anything like justice to its merits;

but our purpose of representing in these pages the facilities and attractions of this city, leads us to note the fact that a branch office of the firm of Castner, Curran & Bullitt is located here and has jurisdiction for the sale of the product in this State, North and South Carolina, and Georgia. The Roanoke office



A POCAHONTAS MINE, SHOWING THICKNESS OF VEIN.

has been in operation for the past ten years and since April last has been conducted under the management of Mr. S. B. Cary. This gentleman, however, has been for ten years connected with the firm and prior to his assuming control here was Southern sales agent. Messrs. Castner, Curran & Bullitt are sole shippers of what is known as "C. C. B." Pocahontas Semi-Bituminous Smokeless Coal. They represent and handle the output of some forty operations, located in what is known as the Pocahontas Flat-Top Coal Regions, situated partly in Virginia and partly in West Virginia. The united production of the forty operations aggregate from 4,000,000 to 5,000,000 gross tons annually. Of this all of the "C. C. B." Pocahontas Coal is marketed through the agency of the above named firm. We must certainly own to a diffidence in attempting any commendation of this great product of nature's secret laboratory. But a few brief facts concerning "C. C. B." Poca-



Pocahontas Coal and its preponderance of superiority over other coals as a steam coal can not fail to be of interest. In the first place, we may state that it stands first as the standard fuel used by the United States Navy, and also that it has been officially endorsed by the Governments of Germany, Austria, and Great Britain. The endorsement of the latter Government is particularly significant, as they would naturally be reluctant to give expression to such endorsement in opposition to their Cardiff Coal, which hitherto had stood first as the best of steam coals. But the undoubted qualities of the "C. C. B." Pocahontas Coal have forced its place at the head, and some of the most speedy of the Atlantic greyhounds have made their best records with "C. C. B." Pocahontas in their bunkers. A report of test of "C. C. B." Pocahontas Coal made April 14th, 1903, gives the following results: Moisture in coal as received, 0.49 per cent.; Fixed Carbon, 81.01 per cent.; Volatile Matter, 17.40 per cent., and Ash, 1.10 per cent. Noticeable in this result is the high percentage of Fixed Carbon and the very low percentage of Ash. For manufacturing purposes and for generating steam in mills, etc., it gives better results than any other coal obtainable, and is ultimately much more economical than any other coal. It is a good steam producer and goes further than any other. It is smokeless and therefore far more cleanly and healthful. It gives more steam to the pound than any other coal extant, gives a longer life to the plant in which it is utilized and leaves but little ash to remove. Pocahontas "C. C. B." is equally efficacious heating buildings and residences, for cooking, and indeed for every purpose formerly only filled by anthracite coal. Dealers who handle it find it is safe to do so, as it universally gives satisfaction and after once tried, its use becomes permanent. As before said, we have only the space to briefly touch upon the merits of this product. For further information we commend all interested direct to the Roanoke office, where all enquiries will be promptly met and information supplied. The coal is shipped direct from the mines to wholesale dealers and large consumers, and promptness may be depended upon in delivery. From the headquarters at Philadelphia are directed branch offices in Cincinnati, Chicago, Norfolk, Boston, New York, and Roanoke, and from there also is transacted all the tidewater and foreign business. At Norfolk the bunkering of ships is an important feature of the firm's operations. In Roanoke, as before said, Mr. S. B. Cary is in charge, and here is the office of Mr. Jos. H. Sands, general manager, in charge of traffic and transportation. We will only further add once more that those who wish to use the highest grade of smokeless steam coal that this country produces, if in fact it is even equalled anywhere, will consult their own best interests by entering into business relations with this concern.

### FARMERS' SUPPLY COMPANY,

Wholesale and Retail Dealers in Carriages, Farm Implements, Seeds, Etc.  
Market Square and Campbell Avenue.

The business of the above concern was founded December, 1895, and since that period it has built up a very large trade not only in this locality but extending also throughout Southwest Virginia and Virginia generally. In connection with the business the company utilize two buildings, respectively 50 x 100 feet and 70 x 90 feet in area. The stock here carried includes farmers' supplies of all kinds, carriages, wagons, harness, agricultural implements, flour, meal, grain, baled hay, coal, grass seeds, fertilizers, etc. In vehicles the house handles the far-famed Studebaker wagons, a company who are the largest makers of wagons in the world; also the Columbus Buggy Company's vehicles; the Anchor buggies, and others. They also handle the Dearing mowers and binders; Buckeye grain drills and Imperial plows. In fertilizers they handle the Virginia-Carolina Chemical Company's prod-



ucts; also Baugh & Sons'; the Lester Fertilizers, etc., but they make a specialty of their own fertilizers made for them according to their own formulas. These they can particularly recommend and have the name of Farmers' Supply Company identified with them. Seeds are selected with such care as enable the company to pronounce them of the utmost reliability and quality for money expended. The company, besides their large retail trade, do a wholesale business with merchants, especially in grass seeds, vehicles, and fertilizers, and they have the best inducements to offer the trade. The president of the company is W. E. McGuire; Judge John W. Woods, of the Corporation Court is vice-president; D. S. Meadows is secretary and treasurer. Messrs McGuire and Meadows devote their closest personal energies to the business. As evidence of the steady growth of the business we may state that it has increased from \$40,000 sales in 1896, to about \$90,000 during the past year.

**THE STONE PRINTING AND MANUFACTURING COMPANY,**  
**Printers, Rulers, Binders, Engravers, and Manufacturing Stationers,**  
**110-112-114 North Jefferson Street.**

One of the leading industries of this city and also one which has advertised abroad the name of Roanoke to an eminent degree, is the enterprise conducted under the title of The Stone Printing and Manufacturing Company. The business was originally founded in 1883 as the Bell Printing and Manufacturing Company. In 1892 the charter of the company was amended and the name changed, the control of the enterprise then passing into the hands of the present management. The plant is contained in a brick building of three floors, covering an area of 162½ x 52½ feet. The whole is thoroughly systematized and divided into departments for the orderly and efficient carrying on of the work. The mechanical equipment is of the very best and latest improved character, including eighteen presses for doing various kinds of work. In addition to a full supply of the latest and most modern fonts of type, the company have two typesetting machines which, as is well known, largely diminishes the cost of operating and saves time materially. A complete and

well-equipped bindery for doing all kinds of work, ruling machines, etc., also form part of the facilities. The company are general printers, binders, engravers, and manufacturing stationers in the fullest acceptance of these terms. Their facilities are not excelled in the State and they are in a position to produce anything, from a handbill to an *edition de luxe*, and that too at the shortest notice. They have achieved the highest reputation throughout the South generally for the excellence of their work, and nearly all the business houses, professional men, educational in-

stitutions, and private residents in Roanoke and vicinity are their customers. Their patronage, however, is by no means restricted to this section, orders coming to them from Texas to New York, and from Virginia to California. They carry at all times a very large stock of paper, materials, etc., so that customers do not have to wait for them to obtain supplies, as is often the case with smaller houses. Commercial work is a specialty and in this department as in others, they are in a position to fill all requirements. The company employ a force of about 125 operatives who are selected for their efficiency and good character, the reputation of the concern making it a favorite one with employes of the best class. The executive officials of the company are Edward L. Stone, president; T. T. Fishburne, vice-president; Albert A.





Stone, secretary; G. G. Gooch, jr., treasurer; Fleming R. Hurt, manager. Most of the above gentlemen, as will be seen through these pages, are connected with some of the most important business enterprises of this city.

### THE FIRST NATIONAL BANK, Terry Building.

The First National Bank is the oldest established financial institution here. It was founded in 1882 and on June 14th, 1903, it attained its majority, celebrating its twenty-first year of successful operation. During its career it has withstood all panics and crises, and to-day stands with unimpaired credit and unquestioned position. Mr. H. S. Trout has been president of the bank since its inception. The first cashier was J. W. Shields, who continued as such until his death, August, 1903. This gentleman was universally respected and his demise was mourned by a large circle of friends and business acquaintances. He was succeeded by J. Tyler Meadows, then assistant cashier, and this position was then assumed by J. C. Davenport. The First National Bank conducts a general banking business in all its branches. Its principal correspondents are the First National Bank and the Hanover National Bank, New York; Fourth Street National Bank and the Centennial National Bank, Philadelphia, and the Merchants' National Bank, Baltimore. The capital stock of the bank is \$100,000, with a surplus of \$100,000 and undivided profits aggregating about \$18,000, being the largest amount of capital and surplus combined of any bank here. The bank, moreover, has always paid good dividends to its shareholders, besides accumulating the above satisfactory surplus. The Board of Directors of the bank comprise the following: H. S. Trout, president; Frank P. Harman, vice-president; J. M. Gambill, J. D. Kirk, A. M. Nelson, T. C. Denton, and Frank W. Read. As before said, Mr. Trout has been at the head of the business from its inception. He is a native of Roanoke, and we believe that he is the only business man here who was born on the spot where this city now stands. He has witnessed its development from the start and has practically been identified with every step of its growth and progress. Mr. Trout is also president of the Gas and Water Company, and of the Roanoke Land and Improvement Company—one of the most important concerns in the city.

### H. H. HUGGINS, Architect, 705 Terry Building.

The profession of the architect is represented here by the enterprise of Mr. H. H. Huggins, who commenced operations at Roanoke in 1891 as a member of the firm of Wilson & Huggins, conducting the business alone since 1893. Mr. Huggins has had every experience and has made a study of his profession practically all his life. He was educated as an engineer and later took up architecture, the first named profession being an admirable training for his present pursuit. Mr. Huggins is prepared to submit plans and specifications, and superintend the erection, of any description of public building, business or manufacturing plant, or private residence. He has designed and erected some of the most notable buildings in this and neighboring localities. Among such we will instance the Elks' Home, the Trinity Methodist Church, the Iron Belt building, J. H. Marsteller's residence, George MacBain's residence, and many others. Away from here, constructed under his auspices and from his designs, are the State Bank building at Bluefield, the Y. M. C. A. building at Bedford City, the bank building at Marion, Virginia, the Masonic building at Bedford City, Virginia, as well as churches, business blocks, etc. The above will serve as exponents to indicate the important character of this gentleman's work, and it will not be required of us to refer to him personally



at greater length other than to say that all interested in real estate, builders, etc., may with confidence bespeak his services in the full assurance that everything will be carried out satisfactorily to completion.

**NATIONAL BUSINESS COLLEGE,  
Exchange Building.**

The facilities of this city are largely enhanced and its reputation greatly extended in the location here of the National Business College, one of the



E. M. COULTER, President.

very best institutions of the kind in the South. This well known educational establishment was founded in 1889, and it has ever since pursued its career of usefulness with steadily increasing success. The college is centrally located in the heart of the city, readily reached by all street cars. The school is perfectly equipped with every modern convenience and facility available. The patronage of the college is drawn from Virginia, North Carolina, West Virginia, South Carolina, Kentucky, Tennessee, and the South generally. We might here mention that suitable boarding accommodations at low rates are provided for those who come from a distance to take the courses. These courses comprise the commercial course, shorthand, English, typewriting, and penmanship, and students

may take each course separately or combine the whole of them. Particular attention is given by the Faculty to each individual student and the president extends a cordial invitation to residents and others to visit the school at any time while it is in actual session. The best evidence of its efficiency is afforded by testimonials which have been received from hundreds of former pupils who are now filling responsible positions all over the country, and we may here say that at the present time there are none who have taken the combined courses who are out of employment. The advantages here offered to a young man or woman of comparatively restricted means are self-apparent, and a career is at once offered to all who determine to become proficient. The management invites enquiries from all who may be interested, and will promptly forward catalogues, testimonials, terms, and all information. The executive officials of the institution are Messrs. E. M. Coulter, president; B. J. Campbell, vice-president, and James D. Johnston, secretary and treasurer. Mr. Coulter pays personal attention and supervision to the details of the institution in the best interests of his pupils. Mr. Campbell is the principal shorthand instructor and is a proficient in this department. Mr. Johnston is a well known lawyer

of this city, and president of the City Council. The president is assisted by a corps of eight teachers, each chosen for special fitness in his particular department. As regards the location of the college in this city, no more healthful or advantageous point could have been selected. In an earlier part of this volume these advantages and attractions are spoken of in detail. Finally, we may say of the National Business College that many successful business men and women owe no small measure of their prosperity to the culture and instruction they have acquired here. Furthermore, the city, by means of this college and through the literature it has circulated, has been well advertised abroad, and its residents have every reason to be congratulated that the Magic City has been selected as the theater of its operations.

### CENTRAL MANUFACTURING COMPANY,

**Manufacturers of Sash, Doors, Blinds, Etc., Dealers in Lumber,  
Building Materials, Etc.**

The industry conducted under the above named title was established in 1892, and from comparatively small beginnings has expanded to its present important position. The plant utilized covers an area of about two acres upon which are located the planing mill proper, a large warehouse, and an office building, as well as yards for storage. The works are operated by steam and contain a full equipment of the latest improved and best machinery and appliances; about forty to fifty skilled operatives and others being here given employment, as well as about six wagons and a suitable number of horses. The Central Manufacturing Company are wholesale and retail dealers in lumber and building material, and they also are manufacturers of sash, doors, blinds, etc. They carry large stocks, and in lumber handle mainly yellow pine, controlling the output of several large mills in this State, placing them on the same plane as *bona fide* manufacturers. Shipments are made to large consumers throughout Southwest Virginia and West Virginia, and the most advantageous terms and lowest prices are quoted for carload lots direct from the mills to destination. In their manufacturing departments the company produce sash, doors, blinds, mouldings, stair-work, hard and soft wood house finish, etc. They also handle laths, shingles, cement, sewer pipe, lime, fire brick, etc. The Central Manufacturing Company are also contractors and builders, and make a specialty of building homes on the instalment plan for persons whose means are comparatively limited. All who may be in possession of a lot can apply to this company, who will build for them such a home as they may require and accept monthly payments for the same upon liberal and easy terms. In all departments of the business the operations of this company have steadily progressed and expanded, owing largely to the enterprise of the management and the really valuable inducements it has always tendered its patrons. In every department full lines are carried and lowest prices quoted, and prompt filling of orders may be depended on. The executive officers of the company are R. H. Angell, president; J. W. Motley, vice-president, and H. E. Erb, secretary and treasurer. These gentlemen are well known and prominent members of this community. Mr. Angell is also vice-president of the Peoples National Bank, is a director in the Roanoke Cotton Mill Company, is a director of the new Chamber of Commerce, is chairman of the executive committee of the Roanoke Industrial and Agricultural Association under whose auspices the first fair was recently and successfully held in this city. He is also a member of the Virginia House of Delegates, representing Roanoke City and County in that body. Mr. Angell has always taken the keenest interest in everything that could advance the welfare and progress of the locality with which he is identified. Mr. Motley gives his closest attention to the management of the yard and mill, having a practical experience of the business. Mr. Erb is well known in insurance circles here.



WATT, RETTEW & CLAY, Dealers in Dry Goods, Etc.  
118-120 Salem Avenue.

It is to the well known firm of Watt, Rettew & Clay that this city is indebted for one of its most notable retail conveniences. This firm has existed at Norfolk for the past twenty years and instituted a branch here about nine years ago. The store comprises a three-story building of 50x100 feet, which is systematized into the following departments: Dress goods and silks, ladies' and gentlemen's underwear, linens and white goods, corsets, gloves and handkerchiefs, fancy goods, books and stationery, cloaks and suits, curtains, rugs, and upholstery, etc. The facilities of the house in all departments are of the very best. The firm are members of what is known as the Dry Goods Union,



which has an office at 55 White Street, New York, where resident buyers are always on the alert to obtain the latest novelties. Again, this organization, buying in the largest quantities, is enabled to obtain terms and prices often not at the disposal of individual buyers, and these advantages are shared with the patrons. This firm offers goods of the best quality of their various grades at lowest prices; at the same time the extent and variety of the stocks afford the most favorable fields from which advantageous selections may be made. The house caters to the trade of all classes, and it has all kinds of goods on its shelves and counters. A specialty is made of the mail order



business, the patronage in this regard coming from a radius of fifty miles around. Patrons from out of town can obtain their supplies upon exactly the same conditions as if they paid a personal visit to the establishment. The firm also do some jobbing trade with near-by merchants, who will here obtain every facility and advantage. The firm of Watt, Rettew & Clay is made up individually of Messrs. D. F. Watt, W. M. Rettew, and Alfred Clay, all of whom are residents of Norfolk. The management of the Roanoke house has been in the hands of Mr. George MacBain from its inception. He is well known to the public here, having formerly been engaged in a similar enterprise here. He has been actively connected with the dry goods business for twenty-five years, and he may be quoted as a skilled and accomplished buyer. He pays periodical visits to the metropolis to make purchases and to obtain the newest goods of each season. Finally, let us add that this house is fully on a par, as regards facilities, with any similar enterprise in any city of the State, and has equal inducements to offer its patrons.

### CALDWELL-SITES COMPANY,

Wholesale and Retail Stationers, Etc., 105 South Jefferson Street.

This enterprise is the outgrowth of one of the oldest established businesses of the kind in the State of Virginia, it having been originally established as Hunter & Co., at Staunton, Virginia, some thirty-five years ago. Subsequently, after some changes, the enterprise was acquired by the Caldwell-Sites Company, who still carry it on at Staunton. About seven years ago the company opened their establishment here and it is gratifying to have to chronicle that its efforts have been attended with great success. The company have also another branch house at Bristol, Virginia, which has now been in operation for about two years. The united transactions of this company make it probably the most important house of the kind in this section of the South. In this city the company occupy a well located and arranged store and basement covering an area of about 102 x 27 feet. The stock here carried is very diffuse, complete, and well selected. Here may be found books of all kinds, such as church services, prayer-books, and hymnals, books on religion, poetry, science, art, travel, novels as soon as they appear, and school books, etc., in large variety. The company also handle heavily commercial and fancy stationery, blank books, and office requisites, sporting goods, such as baseball, tennis, golf, and croquet sets, cut-glass of the finest manufacture, imported art-china, etc. A particularly large and fine line of pictures of all kinds may here be inspected, and the company make a specialty of the manufacture of everything in the way of picture frames to order, promptly executed at the lowest prices. While their general stock will be found to be full in all departments, any article not in stock will be promptly procured, and this particularly applies to books, art, and fancy articles. The company transact a very important wholesale business in Southwestern Virginia and North Carolina, having two commercial travelers. Their jobbing trade includes everything in the stationery line; also books of all kinds, and particularly in school books and school supplies. The wholesale trade of the house is directed mainly from the establishments at Roanoke and at Bristol, so as to be nearer their patrons. This firm also engrave and make a specialty of visiting cards, invitations, and society stationery generally. The gentlemen at the head of this enterprise are C. R. Caldwell, president, who lives at Staunton and conducts the business there, and D. P. Sites, who is a resident of Roanoke. Both of the above have every experience and thoroughly realize what goods are best suited to the requirements of this and neighboring localities. It is safe to say that the facilities of this city have been largely enhanced by the establishment of this enterprise here, not only in a local sense, but also in directing attention to Roanoke as a source of supply and a distributing center.



# FAIRFAX & BELL,

## Wholesale Hardware

& MANUFACTURERS' AGENTS.

CUTLERY, GUNS, ENGINEERS & MINERS SUPPLIES, PAINTS, OILS, &c.

An exponent of the advancement and development of the business interests of this city is furnished by the hardware house of Fairfax & Bell,



which in 1901 succeeded to the business originally founded as Fairfax Bros., in 1897. In connection with the enterprise, extensive premises are utilized. These comprise a three-story building at the above address, which is 25 x 125 feet in dimensions, and a floor in the adjoining premises which is of the same area. Messrs. Fairfax & Bell also have a four-story brick warehouse in the rear, which is of 50 x 100 feet. This fronts direct on the railroad and a connecting switch runs directly into the building, affording the very best of receiving and shipping conveniences. The stock carried by the house comprises hardware, iron and steel, cutlery, firearms, engineers' and miners' supplies, paints, oils, glass, varnishes, brushes, pipe and fittings, tubing, etc. Builders' hardware is a specialty, also railroad contractors' and miners' supplies, such as railroad dump-

carts, drag and wheel scrapers, railroad shovels, black powder, dynamite, tool steel, etc. The firm are prepared to promptly supply full equipments in this department and at lowest prices. Messrs. Fairfax & Bell are manufacturers' agents and distributors in this section for a number of specialties of well-known reputation and merit. Of these we will instance Henry Disston & Sons, of Philadelphia, all kinds of saws; Simonds Manufacturing Company, of Fitchburg, Mass., saws; the Syracuse Chilled Plows; the products of the Atlantic Dynamite Company, of Wilmington, Del.; Harrison Brothers' "Tornado" Feed Cutters; Patterson & Sargent's "B. P. S." paints, claimed to be the "best paints sold"; Austin Powder Company's Cleveland black powder; Philip Carey Manufacturing Company, of Lackland, Ohio, Flexible Cement Roofing; Rennours-Kleinle Company, of Baltimore, horse and paint brushes; the Winchester Repeating Arms Company's, of New Haven, specialties; those of the Union Metallic Cartridge Company, of Bridgeport, Conn.; the Remington Arms Company, of Illion, N. Y.; goods of the Lefever Arms Company, of Syracuse, N. Y.; besides the products of a number of other important factories in various lines. Messrs. Fairfax & Bell make it a point to go direct to *bona fide* headquarters in obtaining all their supplies, and purchasing under the most favorable conditions have the very best inducements to offer. Sales are made throughout Virginia, West Virginia, North Carolina, Kentucky, and Tennessee, where they are repre-



sented on the road by commercial travelers. About fifteen assistants are employed by the house. The individual members of the firm are R. R. Fairfax and E. L. Bell. The first named gentleman is also president of the Roanoke Cotton Mill Company, and is a director of the Peoples National Bank. Mr. Bell lives at Lynchburg, and was formerly of the well-known hardware house of Bell, Barker & Jennings of that city. Mr. Fairfax gives his closest personal energies to the conduct of the business here and he is thoroughly experienced and is a competent buyer, entirely cognizant of the requirements of the trade and public in this section. The enterprise is accomplishing much to enhance the reputation of the city as a favorable source of supply, and the scope of its operations is steadily increasing and expanding.

**DAVIS & STEPHENSON, General Insurance,  
5 Campbell Avenue, West.**

The above general insurance agency was originally founded in 1896, by Lawrence S. Davis, the present firm being organized January, 1903. The business of this agency we believe includes a larger number of insurance organizations than any other here—corporations which are noted for wealth, direct methods, liberality, old establishment and reliability, and they comprise such well-known institutions as the Continental Fire of New York, Commercial Union Assurance of London, Fireman's Fund of California, Germania Fire of New York, North British and Mercantile of Edinburgh, Norwich Union of England, New York Underwriters Agency, National Fire of Hartford, Philadelphia Underwriters Agency, Phoenix Assurance of London, Sun Insurance of New York, Scottish Union and National of Scotland, and Virginia State of Virginia, the combined assets of which aggregate hundreds of millions of dollars. With such an array as this the largest lines of insurance may be written up and so well divided as to secure the greatest protection. The firm also represent the United States Fidelity and Guaranty Company of Baltimore, the well-known Mutual Life Insurance Company of New York, and New York Plate-Glass Insurance Company of New York. They make a specialty of bond insurance, transacting quite a large business in this department. The members of the firm are now Lawrence S. Davis and Wm. C. Stephenson. Mr. Davis has been connected with insurance matters for the past fourteen years and he has every experience. He was formerly with the Roanoke Trust, Loan and Safe Deposit Company in their insurance department. He is also a notary public and is notary here for the Norfolk and Western Railway. Mr. Stephenson is a director of the National Exchange Bank and is also connected with the proprietorship of a number of coal companies which have their offices here. These are as follows: The Buckeye Coal and Coke Company, located at Bramwell, W. Va., who are miners and shippers of coal and manufacturers of coke. They mine annually about 150,000 tons of coal and make about 75,000 tons of coke, having 180 ovens, and employ about 200 men. Mr. Stephenson is president and treasurer. He is also president of the Keystone Coal and Coke Company, of Keystone, W. Va., who average about 250 men in their employ, mine about 200,000 tons of coal annually, and having 300 ovens, make about 100,000 tons of coke. Another company of which he is vice-president is the Rockcliffe Coal and Coke Company, of Rockcliffe, W. Va. The mines and equipment of this company are now approaching completion and it will produce about 300,000 tons of coal, and with 300 ovens will make about 150,000 tons of coke. He is also president of the Vulcan Coal Company, of Vulcan, W. Va. These mines and plant are now completed and the company has commenced shipping their product. They mine about 75,000 tons of coal annually, but their output will be increased in the near future. This coal is a good coal for steaming purposes and is useful in factories, etc. It is being shipped largely West to



Illinois and the Lake region. Referring again for a moment to the firm of Davis & Stephenson, we may say that its *personnel* assures every confidence as regards resources, integrity, and enterprise.

### GAMBILL & DAVIS,

#### Roanoke Elevator and Milling Company, Roanoke.

One of the most notable industries of this city is the Roanoke Elevator and Milling Company, now conducted under the proprietorship of



Messrs. Gambill & Davis. The business was founded in 1888 by Mr. J. M. Gambill. In June, 1902, Mr. F. E. Davis became a partner, and the present firm was organized. The plant covers about an acre of land, upon which are erected a 5-story mill, 100x75 feet in area, an engine and boiler house, stables, office building, etc. Until recently the capacity of the mill was 200 barrels of flour daily, but now it has been considerably augmented and the production for each twenty-four hours is 325 barrels of flour, in

addition to 900 bushels of meal. There are here fifteen double stands of rolls and two runs of stone operated by an engine of 125-horse power, and boiler of 150-horse power capacity. The extension of the plant has been rendered necessary owing to the increased demand for the products. Since the institution of the present firm the mill has been operated night and day to its full capacity. The various departments of the business entail the services of about thirty assistants, including two commercial travelers, the trade of the house being mainly in Virginia, West Virginia, and North Carolina. The products of the firm as regards flour are "Gambill's Best," a fancy patent; "White Eagle," a second patent, and "Princess," a family flour. The wheat used in the manufacture of the above is generally the best of Virginia winter wheat, when such is obtainable. In times of scarcity this is supplemented by the finest Western wheat that it is possible to procure. The process by which the flour is made insures goods which for strength, color, purity, and uniformity can not be excelled. It is safe to say that "Gambill's Best" is second to no flour produced in the entire country. "White Eagle," as well as the "Princess," are also very superior articles of the grades specified. The firm also make other flours as may be required by their patrons. As regards meal, the firm have the very best of reputations and their product can rank with any made in this section. The house also handles grain, mill-feed, and hay, receiving the same direct from producers in the West and supplying consumers in carload lots or less, as may be required, at the very lowest current prices. Mr. J. M. Gambill has long been identified with the progress and advancement of this city. He is a large property-owner here



and is one of the directors of the First National Bank. At the present time he lives at Dubois, Pennsylvania, where he is in charge of the interests of Mr. John E. Dubois, one of the most wealthy men in that State. Mr. Davis devotes his closest attention to the details of the business. Prior to entering this firm he was a merchandise broker here, and he thoroughly understands the markets and all pertaining to the trade.

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**FRANK H. FITCH,**

**Wholesale Dealer in Fruits, Produce, Etc., 19 Salem Avenue.**

A pioneer of the important and growing fruit and produce shipping trade of this city, is the gentleman whose name heads this article. Prior to the establishment of his present enterprise in July, 1900, Mr. Frank H. Fitch was engaged in the retail branch of the produce and fruit trade, but noting the opportunities which this city presented as a shipping center, he decided to embark regularly in the wholesale shipping business, and the results have proved that his ideas were correct. To him may be said to be due the foundation of this branch of Roanoke's trade. At the above indicated address the offices and store are located, and from here is distributed produce and vegetables of all kinds grown in this section, also fruits and early vegetables, apples, foreign fruits, etc. This section produces the finest of garden truck, such as string beans, potatoes, and other vegetables, also strawberries, peaches, pears, apples, etc. What is not obtained in this locality is procured from the West and North, and in winter fruits, such as oranges, lemons, bananas, etc., from Florida, California, the West Indies, and Central America. The facilities of the house for obtaining supplies are unsurpassed and ensure that dealers shall receive the choicest and freshest of supplies under the most favorable conditions and at lowest prices. As before stated, Mr. Fitch has every experience, and is entirely conversant with the public demands. He ships largely throughout Southwest Virginia and West Virginia, and particularly in the coal-field districts. Dealers in these localities can depend upon being well served here, and can rely upon prompt shipments and upon being able to procure produce, etc., of all kinds as early and in as large variety as from any other center. As the pioneer of this branch of trade here the house is entitled to special recognition in these pages.

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**ROANOKE STAVE AND BARREL FACTORY, J. H. Bear, Proprietor,  
Norfolk Avenue.**

An enterprise of this city which in a quiet way is transacting quite an important business, is that of the above concern. The business was inaugurated in this city February 20th, 1899, having been removed here from Glenvar, Va. The plant is quite of an extensive character, occupying an area of about three-quarters of an acre. The factory is operated by steam and is equipped with a complete outfit of latest improved machinery and appliances suited to the industry, and employment is furnished to about forty to fifty operatives. At the Roanoke Stave and Barrel Factory are manufactured staves and all kinds of slack cooperage, including barrels for flour, apples, barytes, lime, produce, truck, etc. The facilities of the enterprise are of the best. The house manufactures the complete barrel from the stump on the premises. The lumber is obtained in the neighborhood or near-by, labor here is not high priced, and the above coupled to the utilization of a complete plant, results in the turning out of the best quality of work at lowest prices. The goods are shipped to Pennsylvania, Virginia generally, the Eastern Shore and elsewhere, and the house enjoys the highest reputation within these districts. In addition to the above the concern does a large local business in all kinds of coal, burning-wood, and kindlings, in the latter having exceptional



facilities, the refuse from the factory providing a constant supply. All orders are promptly filled, and coal full weight and well screened can be depended on. Mr. J. H. Bear who is at the head of this business is a well-known and prominent member of this community. He is a large real estate owner here, and is also a director of the Peoples' National Bank.

### J. H. MARSTELLER,

**Manufacturer and Dealer in Monuments, Mantels, and Granolithic Pavements,  
21 East Campbell Avenue.**

It was in 1887 that Mr. J. H. Marsteller came to this city and founded his present industry upon a very limited scale, himself being the only worker.



Now he transacts large operations throughout Virginia and West Virginia and gives employment to seventy-five men, including workmen some of whom are highly skilled artisans, and as many as thirty traveling agents. The premises utilized in the industry are of the dimensions of 25x300, and include workshops, showrooms, and warerooms. Mr. Marsteller manufactures and sells marble and granite monuments of all descriptions, from a headstone to the most finished piece of statuary. Mr. Marsteller is prepared to submit designs of his own, having a special individuality, to patrons, and to carry them out to complete satisfaction. In addition to work executed to order, memorials can with facility be selected from the very large stock always displayed in the showrooms, upwards of 1,000 specimens being here in view, the value of which aggregates thousands of dollars. Practically all of the monu-

ments at Fairview Cemetery have been furnished by this concern. A notable exponent of the work executed here is Colonel Board's monument at Salem, which cost \$5,000. Many others may be seen in cemeteries throughout Virginia and West Virginia. A special department of the business is in mantels and tiling. A large stock of the first named is carried and contracts for the latter are executed under the most favorable conditions. A particular department of this enterprise is the laying of granolithic pavements, which is made from Portland cement and certain crushed stone materials. The house has the best of facilities for obtaining the raw materials required in this industry, the source of supply being close at hand. Mr. Marsteller is now completing a \$10,000 contract for this paving for the city of Bluefield, W. Va. He invites enquiries in this, as well as in all departments, and is enabled to exemplify that he has inducements to offer in the way of quality, prices, and workmanship difficult, if possible, to obtain elsewhere. Mr. Marsteller is entirely a practical man in his business, to the details of which he gives his closest personal supervision. This characteristic, and studying in every way the interests of patrons, along with fair dealing and full value for money expended, have been the foundations upon which the prosperity of the enterprise has been built up and which have led to the success and expansion of the business.



**J. R. ELLIS, Real Estate,  
8 Jefferson Street.**

In reference to real estate interests here attention is due to the enterprise conducted by Mr. J. R. Ellis, who in 1902 became sole proprietor of the business originally established as Ellis Bros. in 1890. Mr. Ellis devotes his attention to the conduct of a general real estate agency, buying and selling property of all descriptions, collecting rentals, and caring for the property and estates of non-residents. He has on his books a large list of desirable properties, either for occupation or investment. There are but few cities in the country which afford better facilities for profitable investments in real estate than does Roanoke at present. The city's advancement is stable and permanent and property grows in value year by year. Real estate purchased rightly under the advice of a competent and experienced judge of values is certain to result in remunerative returns. Mr. Ellis possesses a thorough knowledge of his business and is competent to advise those who may be looking for a proper investment for their money. He may be implicitly relied upon for fair dealing and honest representations. He invites enquiries and will be glad to furnish all information in regard to real estate values and possibilities in Roanoke. He also has desirable farm properties for sale in this and neighboring sections. Another department is the negotiating of loans on real property, bringing lender and borrower into immediate and mutually advantageous contact. All who may be interested will do well to enter into communication with this well known and reliable real estate agency of this city.

**SOUTHERN SHOE COMPANY, Wholesale Boots, Shoes, and Rubbers,  
218-220 Salem Avenue.**

A prominent exponent of the wholesale business of Roanoke is the Southern Shoe Company, founded in 1899. It took a leading position in trade circles of this section of the South from its start, and the scope of its operations steadily expand. At the above address the company occupy a three-story building 50x90 feet in dimensions. The Southern Shoe Company are handlers of everything in the line of footwear suitable for the Southern trade. The goods they carry are made expressly for them by some of the leading Northern and Eastern manufacturers. They handle all lines, from the cheapest to the best; all sizes, widths, styles, and qualities in the greatest profusion and variety. Among specialties dealt in by them, and for which they hold the highest repute, are "Crackerjack," a "kip-tie" shoe for men's, youths', and boys' hard wear, which can be sold at a low price and gives the best of satisfaction. "Hard Hitter" is another kip-tie leader. "Winner" is a men's and boys' shoe of a higher grade. "Black Beauty" is a satin calf shoe; "Ferncliffe" is a dongola women's shoe. In addition to the above, the company place before the trade shoes up to \$3.50 per pair practically embracing all qualities. They are furthermore enabled in all lines to place at the disposal of merchants such goods as shall give complete satisfaction to customers and at the same time yield a fair profit to the dealer. To please their customers and to please them *always* is the aim of this house, and thus not only to gain trade, but to hold it against all competition. That they have succeeded is well exemplified in the fact that their sales are now seventy-five per cent. in excess of their first year's business. The trade of the house is extended throughout Virginia, North and South Carolina, and parts of Georgia and Tennessee, and is represented within these localities by ten commercial travelers. The executive officers of the company are J. B. Andrews, president; W. Lee Brand, vice-president; S. S. Burch, secretary and treasurer, and B. P. Huff, general manager. These are all men well known in commercial circles here and identified with a number of other im-



portant interests in this city and elsewhere. Mr. W. Lee Brand is the buyer for the house and goes twice a year to the Eastern markets looking out for the right class of goods and favorable conditions for making purchases. He is entirely familiar with the trade and what is required for the sections of country to which the house caters. The stock handled by this house is always up to date and is always full, so that orders can be promptly filled in any quantity, from a case to a carload. There is but little doubt that the principal reason of the success of this house is having the right class of goods for sale and buying them right in the best centers of production, and conserving in every way the best interests of its patrons.

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**J. S. PERRY, Real Estate Operator,  
Masonic Temple.**

It is not infrequent that the development and progress of new cities owe no small measure of their growing metropolitan aspect to the energy and enterprise of individuals who while quite properly operating for their own legitimate profit, contribute largely to the upbuilding and advancement of the locality with which their interests are bound up and identified. The above facts are exemplified in the operations of Mr. J. S. Perry, who is a large owner of business property in Roanoke. He has bought and developed considerable real estate here on his own account, and latterly has confined his operations to the purchase of property and erecting thereon first-class business premises. At the present time he owns the Perry Building on Campbell Avenue, occupied by the Peoples National Bank, the Roanoke Railway and Electric Company, and offices up-stairs; the New Perry Building on Campbell Avenue, occupied by the Barnes Drug Company, and Shields & Co., milliners, and offices; also the Perry Building at corner Church Avenue and Henry Street, opposite the Post-Office, occupied by the Spot Cash Grocery Company, G. W. Sisler, undertaker, and the Eureka Hotel up-stairs; 22 Salem Avenue, occupied by Harry Matz, wines and liquors. In addition to the above Mr. Perry also owns some residential property in various parts of the city. All of the above have been built under Mr. Perry's personal supervision, and they are essentially modern and up-to-date in every particular. Consequently, as will be seen, the very best class of tenants have been obtained who have leased them for lengthened terms. Mr. J. S. Perry is a well-known resident here and a man of enterprise and business ability. He has had quite an interesting business career. As a boy he went to Norfolk and after a time was engaged in the transportation business. In June, 1887, he sold out his transportation interests to the Seaboard Air Line and the Albemarle Steam Navigation Company, and then came to Roanoke. The following year he became a member of the real estate firm of Massey & Perry. This was at the time of the early part of the "boom." Later he went to Huntington, W. Va., and became actively connected with the development of that section. In 1897, he went to Alaska and upon his return from Dawson City in 1898, he relocated here January, 1899, and since then he has been very active in real estate and building interests, and has operated as indicated above. It is safe to say that to his efforts Roanoke is indebted for some of her best appointed and located structures which apart from themselves have improved the character and value of adjoining properties.

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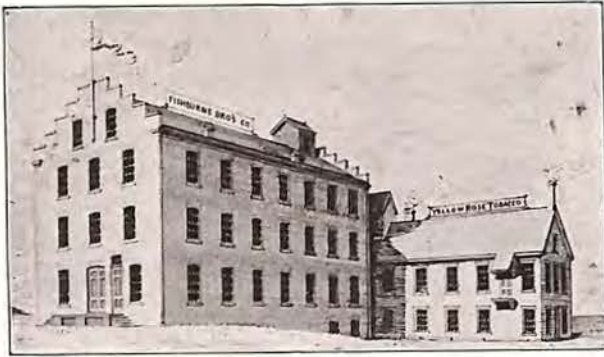
**ROANOKE LOAN AND INVESTMENT COMPANY,  
Masonic Temple.**

This company was organized November 5th, 1902. Its energies are devoted to the granting of small loans, etc. Mr. J. S. Perry is the president and general manager.



**R. H. FISHBURNE & CO. (Limited), Manufacturers of Smoking Tobaccos.**  
**320 Loudon Avenue, N. W.**

We believe that the above named enterprise is the oldest established business in Roanoke, having been founded originally in 1858, when it was



instituted by Isham Furgerson, who in 1873, was succeeded by Fishburne Brothers. The industry continued to develop and about eight years ago the present company was organized. In connection with the business two buildings are utilized, one of four floors, 30 x 90 feet, and the other a three-story structure of 40 x 100 feet. The company are

manufacturers of granulated smoking tobaccos, and in the course of years they have become the owners of every brand ever manufactured in this city, other manufacturers since retired having disposed of their trade-marks to this firm. To-day the brands by which the house is best known are "Natural Leaf" and "Yellow Rose." The latter, of the higher grade, is fully equal in every respect to any granulated tobacco before the public, and the first named, a medium-priced article, is very popular. Every care is taken in the selection of the leaf and in the processes of manufacture to ensure that the products of the house shall be of the highest standard. The trade of the firm is strictly to jobbers and extends throughout Virginia, West Virginia, Tennessee, Kentucky, North and South Carolina, Georgia, and the South generally, in which districts the products are well known and are demanded of the trade by the public. The president of the company is R. H. Fishburne, C. L. Tinsley is vice-president, T. J. Phelps, is secretary, and B. J. Fishburne is treasurer. All of these gentlemen are well known and prominent residents of this city. Mr. R. H. Fishburne was one of the pioneers of this branch of industry here, and has been identified with the progress and development of this locality for a period of about a third of a century. He is now also a director of the Virginia Bridge and Iron Company, also of the National Exchange Bank, of the First National Bank of Rocky Mount, of the Exchange Banking Company of Rocky Mount, of the Crystal Coal and Coke Company, Duhring, W. Va., and of the Keystone Coal and Coke Company of Keystone, W. Va., besides also being closely connected with other important interests. Mr. Tinsley devotes his closest personal attention to the work in the factory and he has a thorough practical knowledge of the business. He has important real estate interests in this city. Mr. Phelps represents the house on the road and has general supervision over the traveling salesmen. He is also interested in the National Exchange Bank, the Virginia Bridge and Iron Company, and the Southwest Virginia Trust Company. Mr. B. J. Fishburne takes charge of the official and financial details of the business, and is also a director in the Southwest Virginia Trust Company, secretary and treasurer of the Roanoke Hydraulic Company, a director of the Roanoke Cotton Mill Company, and is secretary and treasurer of the Roanoke Council of the United Commercial Travelers. Speaking again for a moment of the business of this house we may remark, that as a pioneer of the district's advancement and prosperity it is eminently entitled to prominent recognition at our hands.



**MAGIC CITY FRUIT AND PRODUCE COMPANY,****E. A. Laughon, Manager, 19 Salem Avenue.**

An exemplification of the enhanced importance of this city as a commercial and distributing center is furnished by the growth and development of the shipping of fruit and produce, etc., which within the past few years has attained to large dimensions. A house which has contributed greatly to this result is that of the Magic City Fruit and Produce Company, which was established here about six years ago and which has continued to grow and expand from its inception. At the above address the company occupy convenient premises for the receipt and shipment of goods. The house handles fresh produce of all kinds, received daily from the growers, also domestic and foreign fruits, etc. Much of the above is obtained from local sources, this section being now considered one of the best truck and fruit countries in the State; and other supplies, such as oranges, lemons, etc., are procured from Florida and California, and foreign fruits such as bananas, etc., direct from the ports of entry. The company ship largely to the coal-field regions, and dealers in this section can depend on obtaining the very best of supplies promptly and at the very lowest prices. This fact should not be lost sight of and should induce enquiries in this direction. The house will be pleased to promptly reply to correspondence and furnish all particulars. The company also solicit shipments of all kinds of saleable produce, and will pay spot cash for the same. As regards Florida fruits, they transact a commission business and solicit consignments, and can assure quick sales, prompt returns, and remunerative markets. The gentleman at the head of this enterprise is Mr. E. A. Laughon, who has had thirteen years active experience of the fruit and produce trade. He thoroughly understands his business and is in a position to consult the best interests of shippers and consumers. The business policy of the house has always been conducted upon a basis of fair dealing and liberality, and is entitled to the fullest confidence of all who enter upon business relations with it.

**CHAS. LUNSFORD & SONS, General Insurance Agents,****7 Campbell Avenue.**

The wisdom of judiciously dividing risks in insurance through the agency of experienced and responsible underwriters is now generally recognized, and an agency in this city which has every facility, is that of Messrs. Chas. Lunsford & Sons, which, established by Mr. Chas. Lunsford, the present senior member of the firm, in 1882, is the oldest established agency of the kind here. The firm was adopted in 1888, the copartners now being Messrs. Chas. Lunsford and his sons, Chas. I. Lunsford and Kirk Lunsford. The firm are the authorized agents in this city for the following strong list of reliable and well-known companies: The Royal Insurance of Liverpool, the Home Insurance of New York, the Hamburg-Bremen, the London and Lancashire Fire of Liverpool, the Hanover Fire of New York, the Western Assurance of Canada, the Insurance Company of North America, Philadelphia, and the Virginia Fire and Marine of Richmond. This is a list of undoubted excellence, certain strength, and unquestioned solidity, guaranteeing beyond question the prompt and satisfactory adjustment of all just claims against them. The firm also represent the Home Life Insurance Company of New York, the Fidelity and Casualty Company of New York, accident, and the Fidelity and Deposit Company of Baltimore, bond insurance. The business of the firm, while of course mainly in the city, also extends within certain parts of Southwestern Virginia. The members of the firm are all well-known residents of Roanoke, who enjoy the fullest confidence of the business community generally. The younger partners are active in the



business to which their close energies are directed. Mr. Chas. I. Lunsford is also a member of the firm of G. W. Slauson & Co., who are the general agents for Virginia and West Virginia of the Home Life Insurance Company of New York.

### AIRHEART-KIRK CLOTHING CO.

Cor. Salem Ave. and Henry St.

An exemplification of the growing facilities of Roanoke is furnished in the establishment and success of the above-named enterprise which, instituted as recently as May 1st, 1902, has already assumed a leading place among retail houses here, and which at the same time conclusively demonstrates its ability to cater advantageously to the public. The company occupy a building of two floors covering an area of 80 x 25 feet. Here may be inspected a large and particularly well selected assortment of men's, youths', and boys' clothing of all grades. These goods are purchased direct from the manufacturers and are especially suitable for the trade of this locality. Specialties are made



of Garson, Meyer & Co.'s fine high-grade clothing, Rochester, N. Y.; also the celebrated "Alco" brand of clothing, made at Philadelphia. Another specialty is Wilson Bros., of Chicago, gents' furnishings, which embrace all staple lines and the latest novelties; also the "Gotham" hats, and those made by Stetson, of New York. In fact, in all departments the stocks will be found of the most attractive qualities, at the same time one price is the invariable rule, and these prices are marked in plain figures and are the lowest for value expended. This company also make custom clothing to order, and have a large number of patterns from which fashionable and suitable selections may be made. The president of the company is Mr. A. J. Airheart. Mr. W. E. Airheart is vice-president, and Mr. W. V. Kirk is secretary and treasurer. The first-named gentleman has had fifteen years' experience in this branch of business and is a skilled buyer. He is one of the original settlers in this city and thoroughly understands its requirements. Mr. W. E. Airheart is receiving teller at the First National Bank. Mr. Kirk is also active in the business. The enterprise has grown rapidly since its inception and has earned the fullest confidence of the public for honest dealings, full value for money, courtesy and attention.



**C. M. ARMES & CO., Real Estate and Insurance,  
213 Jefferson Street.**

The real estate and insurance agency of Messrs. C. M. Armes & Co., although established but about two years ago, has now, by reason of its energetic and progressive methods, attained to a position among the most prominent representatives of the profession in Roanoke. This firm devotes its energies to all departments of the real estate business, buying, selling, and exchanging real property of all descriptions. They have at the disposal of clients all kinds of improved and unimproved properties, including residential sites, manufacturing locations, and farm properties of from four to five hundred acres in extent, most of which can be purchased for cash or on time, to suit the purchasers. The firm make a particular specialty of city and near-by property, either for occupation or investment. Roanoke property at the present time offers the greatest inducements to investors. The firm invite enquiries from out-of-town parties, assured that they can demonstrate the real advantages and inducements which this locality offers, with assured prospects of substantial appreciation in the near future. Messrs. C. M. Armes & Co. take charge of properties for non-residents, collect rents, etc., and unquestionably are entitled to the fullest confidence. They also undertake the sale of any kind of business in the State, either mercantile or manufacturing, and have every facility for bringing seller and purchaser into immediate contact. In insurance the firm represent the following staunch companies: The Queen, of America; Phoenix Insurance, of Brooklyn; Northern Assurance, of London, and Orient Insurance, of Hartford; also the Maryland Casualty Company, of Baltimore, constituting a veritable phalanx of strength and solidity, absolutely assuring certain indemnity. Mr. C. M. Armes, who is at the head of the firm, bought out the insurance business of Mr. Robert G. Johnston, which was the outgrowth of that established by Thomas Lewis & Co. about fifteen years ago. The above companies have always been continuously represented by this agency. Mr. C. M. Armes is one of the best known residents of this city. He was, prior to engaging in his present business, a member of the hardware firm of Price-Armes Company, and was also with the Roanoke Grocery and Milling Company, of this city. He takes the keenest interest in the upgrowth and development of Roanoke, and is the owner of real estate here. He may be cited as thoroughly reliable, capable to foster and advance all interests with which he may be entrusted.

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**SWIFT & COMPANY.**

**Fresh Meats and Packing House Products, Chicago.  
Roanoke Branch, 131 Front St., H. H. Tutein, Manager.**

The great house of Swift & Co. is renowned throughout the country for being among the very largest and most important purveyors of meats and provisions in the world. The firm have enormous plants at Chicago and elsewhere and representatives at all important centers in the United States. In this city they have had a branch for about three years and their business here continues to grow and expand. The house has two distinct departments of business, one embracing the sale of provisions and all that is comprised under the heading of packing house products to the wholesale trade, the other supplying butchers, hotels, and restaurants with fresh meats for local consumption. The trade transacted by the Roanoke house extends through Northwestern Virginia as far as Wytheville, and Mr. H. H. Tutein, the manager, himself calls personally on merchants in these sections. Mr. Tutein has occupied his present position for a period now approaching two years, having been altogether with the house for about three years. It is but just to say that he is popular with the trade and is prompt and reliable in all



his dealings. The range of products in the provision department includes hams, breakfast bacon, lard, sausages, dried and salt meats, etc. Sales are made to the trade at the very lowest current prices and the goods are shipped direct from the packing houses to destination, always in the company's own refrigerator cars. The branch here has every facility, is enabled to accord advantages not otherwise obtainable, and is in a position to make business connections with the concern equally pleasant, profitable, and permanent.



Merchandise brokers and manufacturers' agents constitute an important branch of a city's distributive trade, and engaged prominently in this vocation



here is the enterprise of Mr. D. Wm. Good, which was established about ten years ago, and which since may be considered as a leading source of supply for this and neighboring localities. Mr. Good represents a number of leading houses of the country, the most prominent of which are Armour & Co., of Chicago, meats and provisions; the celebrated Arbuckle coffees; oatmeal from the American Cereal Company, Chicago; and the products of the American Hominy Company, Indianapolis; burning oils from the

Southern Oil and Supply Company, Baltimore; Simpson & Doeller Co., Baltimore, labels; the American Preserve Company, of Philadelphia, preserves; also all of the canneries in this district. He also sells cans to the canning factories in this locality, handling the goods of the American Can Company, of Baltimore and New York. Mr. Good enjoys the closest connections with first hands generally and has the best of inducements to offer the trade in the lines of first-class products, lowest current prices, and prompt shipments. He carries a stock here to fill local orders and otherwise transacts business all over the Southern States, and especially in canned goods, this district producing the very best quality of canned fruits and vegetables, such as tomatoes, apples, sweet potatoes, etc., also what are generally known as soup goods. The trade transacted has largely developed within recent years and is still growing. Mr. D. W. Good was for some time connected with the wholesale grocery business here and thoroughly appreciates the trade's re-



quirements. He is at the present time interested in a number of canneries in this locality, and notably the Shenandoah Packing Company and the New Market Canning Company, whose products rank high in the trade. His enterprise has done not a little to make known the name of this city abroad as a prominent source of supply and distributive center.

**RADFORD STEAM LAUNDRY, C. W. Sanders, Proprietor,  
H. B. Sanborn, Manager, 216 Salem Avenue.**

The Radford Steam Laundry was originally established at Radford about the year 1891. It has been in successful operation here for the past



eight years. The plant at the above address comprises a three-story building of 25 x 90 feet. Here the appliances in use are of the very best and latest improved character, employment being furnished to about thirty-two operatives, all white people. The enterprise is the most important of its kind in this section. The aim of the Radford Steam Laundry has always been to do first-class work at fair prices, and every detail is carefully supervised by the management so that the work shall be properly executed, that no injury shall be done to the most delicate fabric, and no deleterious chemicals are used. The laundry has some twenty agencies in Southwest Virginia and West Virginia for those who have no local conveniences in these districts. The laundry does the largest proportion of the work of this city, including that of the hotels, restaurants, Norfolk and Western private cars, etc. A particular specialty is made of hotel work, and soiled linen can be sent here in the morning and received back clean in the evening without fail, if required. Another convenience is that neck and wrist-band and other small repairs are here executed promptly and at reasonable prices. Another specialty is "flat" work such as table and bed linen for families, and this is executed at such reasonable rates as makes it far more advantageous for families to send their work here than have it done at home. Mr. C. W. Sanders is the proprietor of the business, and he has been connected with it for the past ten years. He is also a director of the Peoples National Bank of this city. Mr. Sanborn is altogether a practical man, having been engaged in the laundry business for the

past twenty years, and eight years with this house, which may be said to constitute a very valuable item of the conveniences and resources of this city.

**MEALS & BURKE CLOTHING COMPANY,**

**Clothing, Gents' Furnishings, Shoes, Etc.**

**Masonic Building, Cor. Jefferson Street and Campbell Avenue.**

The enterprise of the above-named company furnishes a notable exponent of the first-class retail establishments of this city. The business was



instituted in 1887 on Salem Avenue. It was removed to the present address April, 1902, incorporation, however, having transpired in 1894. The company are now refitting their store, putting in a new front and generally improving it, and the alterations, when completed, will make it one of the handsomest and best-arranged establishments of the kind in the State. The company are dealers in clothing, gents' furnishings, hats, and shoes.

The stocks include all grades of goods from the cheapest to the very best. Many of the products sold by the house are made exclusively for their trade by leading manufacturers. Among such, we will instance the highest grade clothing made by the well-known houses of Schloss Bros. & Co., Baltimore, and Stein-Bloch & Co., Rochester; the medium grade goods manufactured by Sonneborn & Co., of Baltimore; the children's clothing made by Egan-Sindel Company, of New York, and M. Sampster's Sons & Co., of New York, boys' clothing. In hats they handle the celebrated Young hats, and also Douglas' world-renowned shoes. In furnishing goods perfection and latest styles are assured, from the fact that they obtain their supplies in this line from Wilson Bros., of Chicago. In a word, it is safe to say that here may be obtained clothing and other goods filling all the essentials of style, durability, good workmanship, the best of materials, and low prices. We may say briefly that all the goods are "up to date," while the prices will be found "down to date." The trade of the house is by no means confined to this city. A very important mail order business is transacted and the attention of our readers from out of town is particularly called to this fact. Especially along the lines of the Roanoke and Southern, and the Shenandoah railroads is their patronage large. Goods, if required, are sent on approval, and immediate attention is given to all enquiries. The company also sell goods to country merchants, having the best of inducements to offer, including quick deliveries. The gentlemen at the head of the enterprise are I. J. Meals, president; C. G. Bush, vice-president, and T. J. Burke, secretary and treasurer. All of these are well-known residents. Messrs. Meals and Bush are active in the business. The first-named gentleman is also a director of the Peoples National Bank, treasurer of the Temple Investment Company.



is a property-owner here, and has other interests in Roanoke. Mr. Burke is president of the Temple Investment Company, and also owns considerable real estate. All take an active interest in the city's advancement and progress.

**BELLER & HARRELL, Real Estate,  
211 Jefferson Street.**

Among leading firms of real estate agents in Roanoke who have the best of inducements to offer to clients is the firm of Messrs. Beller & Harrell, who about five years ago succeeded to what was formerly known as the Pedigo-Beller's Real Estate Company, instituted some years previously. The present firm give their entire energies to the operation of a general real estate agency, including the collection of rents, buying, selling, and exchanging of all kinds of real estate, taking charge of the interests of non-resident holders of property, etc. The firm have a very large list of residential, business, and manufacturing sites, also improved properties, residences, etc., as well as farm and timber lands, coal, mineral properties in various parts of the South, of which they make a specialty. It is quite safe to say that investments in real estate in Roanoke and this section generally, offer at the present time as favorable a field for investment and ultimate profit as any other field available. There is no better location than here for the establishment of new industries. Labor is readily obtainable, fuel for power is comparatively low in price, and as regards farming operations, every year a better market is assured, as the city and locality increase in population and enterprise. Messrs. Beller & Harrell invite correspondence from investors and from others who are seeking a location in which to establish a business. These gentlemen respectively, Messrs. C. S. Beller and S. W. Harrell, are thoroughly experienced in all pertaining to real estate matters here. The first named has been actually identified with the business for eighteen years, and Mr. Harrell for about fourteen years. Both have seen all the vicissitudes in values that have transpired during those periods, and thoroughly understand the present and prospective values of real estate, and they are ready to give the benefits of their experience to their clients, and to honorably represent the true values. The firm enjoy the highest reputation for fair and honorable dealing, and they invite references, if such should be required, to any of the banks of the city or to leading business men.

**EXCHANGE LUMBER COMPANY, Office 343 Salem Avenue,  
Yards and Warehouse, 267 Norfolk Avenue.**

This organization was established about four years ago and from comparatively small beginnings has grown to a position of prominence in the trade. The company at the address above indicated have commodious yards, a warehouse and a new office building 90 x 20 feet in area. The operations of the house consist of the handling of lumber of all kinds also mill work and everything made of lumber, used in the construction of a building, including rough and dressed lumber, sash, doors, blinds, mouldings, cypress, and other shingles, laths, window frames, mantels, etc., also builders' hardware, paints, oils, etc. The yards are well located as regards receipts and shipments, a railroad siding entering the premises. The facilities of the house for obtaining their supplies are of the very best. The company have a mill in North Carolina from which they procure most of their mill work, giving them the same advantages as *bona fide* manufacturers. A very large stock of material is always on hand and all orders are promptly filled to satisfaction at the very lowest prices. The trade of the house is largely local, but important shipments are made throughout the coal-field districts.



The gentlemen conducting the enterprise are T. W. Goodwin, secretary and treasurer of the Century Banking and Safe Deposit Company, president, and S. W. Jamison, secretary, treasurer, and manager. The latter gentleman gives his closest attention and supervision to the details of the business. The directors also include the names, B. P. Huff, of the Huff, Andrews & Moyler Co., wholesale grocers; J. P. Woods, attorney-at-law, and J. A. Jamison, merchandise broker. All of the above are prominent citizens of Roanoke. Concluding we will but say that contractors, dealers, and the public generally will find their best interests served in transactions with this house, as they may thus be assured of the best value for money, fair dealing, promptness, and every courtesy.

**NELSON HARDWARE COMPANY, Wholesale and Retail Hardware, Etc.**  
**17 East Campbell Avenue.**

In this work illustrative of the progress and development of Roanoke, special reference is due to the Nelson Hardware Company, which is the oldest established business of the kind here. The house was founded in 1888 as Nelson & Myers, the present designation being adopted in 1902. The premises now occupied for the business consist of a building of three floors, covering an area of 25 x 200 feet. The company, however, are about to increase their facilities for storage by the erection of an extension in the rear, which will consist of a two-story structure which will cover an area of 25 x 100 feet. This extension has become necessary, owing to the growth of the house's business, which continues steadily to advance and expand. The company's operations consist of the handling of hardware of every description, their stock being one of the largest in this section of the South. Here may be obtained under the most favorable conditions staple and fancy hardware, builders' hardware, tools, paints, oils, stoves, cutlery, agricultural implements, etc., etc. The house obtains its supplies direct from manufacturers and first-hands in all instances under the most favorable conditions, enabling them to quote the lowest prices to the trade and public. The Nelson Hardware Company are agents and representatives here of some of the best known specialties in the trade, such as cross-cut and circular saws made by the celebrated house of E. C. Atkins Company, of Indianapolis. Of these the Nelson Hardware Company are the largest handlers in Virginia. We will also mention F. E. Myers & Bros., of Ashland, Ohio, pumps and hay tools; F. W. DeVoe's lead and zinc paints, which many consumers assert go twice as far as any other paint on the market. They are also agents for the Howe scales, made at Rutland, Vermont, and general district agents for the well-known Lynchburg plows. They represent here the Southern Stove Company, of Richmond, Virginia; also the Atlas dynamite, made by the Repauno Chemical Company, of Wilmington, Delaware. The above are but a selection of high-grade specialties handled by this concern. The trade of the house extends throughout Southwest Virginia the Valley of Virginia, West Virginia, and the northern portion of North Carolina, and they are represented in these localities by commercial travelers. Mr. A. M. Nelson is president of the company and general manager of the business, and Messrs. George G. Moore and W. J. Nelson are also identified with its conduct. Mr. A. M. Nelson was one of its founders, and he has been connected with the hardware trade ever since 1875, and he may be said to be thoroughly familiar with all details connected with it and entirely understands the requirements of the sections to which the house caters. He is also one of the directors of the First National Bank of this city. Mr. Moore and Mr. W. J. Nelson have been familiar with the hardware business for about a dozen years. Thus it may be seen that the *personnel* of the concern is fully ade-



quate to its successful conduct, and by studying the wants of the trade and handling reliable goods at attractive prices the present extensive business has been built up and consolidated.

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**S. H. HEIRONIMUS & CO., Dry Goods, Notions, Etc.**

**106 and 108 Campbell Avenue.**

There is nothing which indicates more forcibly the growth and advancement of a locality than the character and facilities of its dry goods enterprises. Thus in speaking now of the establishment of Messrs. S. H. Heironimus & Co., we are illustrating the advances made by this city within the past decade. The business was founded in 1890 and was first located on Commerce Street. In 1898 it was removed to its present site, the store being built especially for the firm. The building is of two floors, each 50 x 100 feet, and it is particularly well arranged, with a skylight, giving the best of facilities for inspecting the goods. The firm handle dry goods, notions, ready-made ladies' garments, house-furnishing goods, men's furnishings, fancy goods, etc. They make no specialty of any line, or rather, to be correct, they make specialties of all their lines, carrying the fullest stocks and all novelties of each season. It would naturally be futile for us here to attempt to enhance the reputation of this house, but we will here emphasize the fact that they are thoroughly up to date, and they announce in the daily papers any novelties or special lines they may have to offer, and a reference each day to these publications will be found profitable to readers. The firm also transact an important mail order business within a fifty-mile radius of the city and beyond, which is given every attention. The firm is composed of Messrs. S. H. Heironimus, H. D. Heironimus, and R. Lee Lynn. The first-named gentlemen have been connected with the house from its inception and they may be said to have been identified with the dry goods business all their life. Mr. R. Lee Lynn came into the firm in 1901. The senior partner makes frequent visits to the metropolis to make purchases, thus ensuring the earliest novelties each season. In concluding this sketch we believe that we have said enough to draw attention to the salient features of this enterprise, which, as one of the leading trade conveniences of the locality, is entitled to due recognition in these pages.

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**T. W. SPINDLE & CO., Real Estate,**

**8 Campbell Avenue.**

In an earlier part of this volume we have alluded to the advantages that real estate investments offer at the present time in Roanoke and in the country adjoining. We will now devote a few lines to speaking of a real estate agency which has the best inducements to offer to the investor, home-seeker, etc. This is that of Messrs. T. W. Spindle & Co., which was founded in this city in 1890 by Mr. T. W. Spindle, who still controls it. This house devotes its energies to all business relating to real estate, buying, selling, and exchanging property, collecting rentals, and makes a specialty of the care of property for out-of-town owners. Particular attention is given to farm properties of all kinds and the firm have on their books improved and unimproved properties ranging in price from \$5 to \$100 per acre, according to soil and proximity to markets. These are suitable for general farming, trucking, stock-raising, and all purposes. These properties may be bought for cash or in some cases may be paid for in instalments to suit the purchaser. Many of these farms present the best of facilities for investment, as well as occupation. The firm invite correspondence in regard to Roanoke or country real estate and will be glad to furnish all particulars and information. The house also writes life insurance through highly-responsible and well-known life

insurance companies. Mr. T. W. Spindle is a well-known resident who enjoys the highest reputation for honorable dealing. His office is headquarters for the Confederate Veterans Camp at Roanoke. Mr. Spindle enlisted as a private in the Confederate army April 17th, 1861—the same day that Virginia seceded from the Union. He served with the original Stonewall brigade under General Jackson. He remained in the army until the end of the war, and upon leaving it bore the rank of captain.

**BERNARD & WRIGHT, General Machinists and Mechanical Engineers,  
109 and 111 Church Avenue.**

The inception of the above enterprise took place about eight years ago when it was founded by W. H. Hart, who was succeeded by J. O. B. Palmer. Finally in 1900, the industry was acquired by Messrs. Bernard & Wright, who now operate it. The factory at the above address covers an area of about 40 x 80 feet, and the plant is modern and up-to-date, including milling machines, lathes, planers, shapers, radial drill, and small tools and appliances.



The firm are general machinists and mechanical engineers. They manufacture machinery of all descriptions to order, deal in new and second-hand machinery, make drafts and designs for anything in their line, and lend the benefits of their skill and experience to inventors and others requiring anything in the way of experimental machines or appliances. They also make patterns and models as required. A particular department is in repairs, and this work is promptly and efficiently done at a moderate scale of charges. Indeed the specialty of the house in all departments is the prompt filling of contracts which is rendered possible by the complete plant, and by the close personal attention and supervision of the proprietors, who are individually Messrs. J. E. Bernard and W. T. Wright, both of whom are thoroughly practical men and skilled machinists. Mr. Bernard has had from fifteen to eighteen years experience, and Mr. Wright has been connected with the trade for the past ten years or more. We should here mention that while undertaking the largest contracts that may offer, the firm do all kinds of small work, such as bicycle and automobile repairing, etc., and carry a stock of supplies for the same. The trade of the firm extends to a radius of some two or three hundred miles from this city, and a large amount of their patron-



age comes from the coal-fields where they have installed plants, boilers, engines, pumps, etc. They are particularly qualified for this work and invite correspondence and enquiries, and will promptly furnish estimates, plans, and all required information. Relations with this house will result always in the entire satisfaction of all concerned.

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**THE ROANOKE MUSIC COMPANY,**

22 Salem Avenue, West.

An enterprise which is well known to this community and which at the same time has succeeded in extending the reputation of this city as a distributive center, is that which is conducted under the name of the Roanoke Music Company, which was established here in 1893, succeeding to the Roanoke Piano and Organ Company, instituted about a year previously. The company's business consists of the handling both at wholesale and retail of pianos and organs; also small musical instruments, sheet music, and musical merchandise generally. The specialty of the house, however, is the sale and distribution of the pianos and organs of the far-famed Cable Company, of Chicago, the largest makers of pianos and organs in the world. These instruments find a market in every country of the civilized globe, and they are standard with the public. In all the characteristics of fine tone and full compass, handsome appearance, good workmanship, durability, desirability, and the fullest value for money, they are the peers of any goods made anywhere. The Roanoke establishment, which is practically a branch house of the factory, is one of many others in operation all over the country and beyond. From this establishment jurisdiction is extended over a number of sub-agencies and traveling salesmen, and the instruments are sold both for cash and on the monthly instalment plan, to suit the wishes and means of patrons. Nowhere can more liberal terms be procured or better value be obtained for money. Mr. C. T. Jennings, who is the manager of the Roanoke house, has had twenty years' experience of the business, and he has worked up the present enterprise from small beginnings by hard work and by attending personally to its details. The operations of the house steadily grow year by year, as may be expected from the inducements it stands ready at all times to offer the public.

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**W. V. KEETON, Wholesale Fruit and Produce,  
Market Square.**

The above house may be quoted as among the earliest to engage in the wholesale handling of fruit and produce in this city, having been established as long ago as the year 1891. At the present time premises are occupied at the above address, which serves as headquarters for the business, which consists of the handling at wholesale of fruits and produce, including home-grown products and those obtained from distant localities received in car-load lots. Dealers can here obtain everything in the way of country produce, foreign and domestic fruits, etc. Specialties are made of lemons, oranges, and potatoes, and in the spring season the house pays particular attention to early vegetables and fruits received direct from Southern sources. The trade of the house, while largely local, extends also to within a radius of seventy-five miles around and also in the coal-fields districts. Mr. Keeton invites enquiries from dealers and generally can assure the best and early stocks of desirable produce, fruits, and vegetables, promptly shipped at lowest current rates. Dealings with him will be found advantageous, and fair trading is a characteristic feature of his business.



**D. H. MATSON,****Coal Broker, Terry Building.**

The coal interests centered at Roanoke are very large, and through the agency of houses which make this city their headquarters, many thousands of tons of the mineral are despatched to all parts of the country. The facilities of this city in this regard have been recently augmented by the enterprise of Mr. D. H. Matson, who commenced operations as a coal broker on his own account May 1st, 1903, and it is gratifying to have to state that his efforts have met the success that his experience in the business would fully warrant. Mr. Matson's energies are devoted to the handling and sale of coal and coke on commission, deriving his profits from the operator or seller, and not from the purchaser. He enjoys the closest relations with owners and operators of mines in the Pocahontas Flat-Top coal regions and producers of all kinds of Virginia hard and soft coals. As regards the quality of the coal mined in these localities, it would be futile for us to mention it here. Suffice to say that for steam-producing properties and other points of excellence it is unexcelled. Mr. Matson, by reason of his lengthened and practical experience, is particularly in a position to cater well to the demands of patrons. He was the first treasurer of the original Pocahontas Coal Company, who were the pioneers in placing this celebrated product on the market. A few years later he was made president of the company and continued to fill that position until the concern withdrew from the business of handling coal. Mr. Matson severed his connection with the company in April, 1895. He then became manager of the Roanoke branch of the business of Messrs. Castner, Curran & Bullitt, and continued with them until April, 1903. A month later he established his present enterprise. Thus it will be seen that he has been actively connected with the handling of coal for many years, and is therefore particularly qualified for his present undertaking. He invites enquiries from consumers and large dealers, and will be glad to furnish all particulars and details. We are pleased to have to note in this work on the interests of Roanoke this new addition to its facilities and distributive resources.

**W. E. RENNER, Dealer in General Merchandise,  
Cor. Third Avenue and Third Street, N. E.**

An exhibition of modern mercantile enterprise, as exemplified in Roanoke, is furnished in the establishment conducted by Mr. W. E. Renner, who July 13th, 1890, became the proprietor of the business originally established as Scott & Cyphers at an earlier period. Under his auspices, however, the business has largely grown and expanded and the scope of its operations materially extended. The store at the above address is one of the best arranged and appointed in the city. The building is of two floors. On the Third Street side it is of the dimensions of 20 x 50 feet and on Third Avenue it is 24 x 100 feet in area. All goods are loaded and unloaded from the rear so that nothing interferes with the orderly and convenient transaction of the business. The lines of goods dealt in by Mr. Renner include dry goods, notions, shoes, groceries, flour and feed, country produce, etc., and the assortment in these lines is very full and of the best selection so that a lady can here obtain everything she requires in her household for herself and her children, outside of furniture. The facilities of the enterprise in all departments are of the best. Mr. Renner obtains nearly all his supplies direct from first hands and manufacturers and makes it a point to offer the very best values for the money obtainable anywhere. He transacts a very important business, largely with the employees of the Roanoke Machine Works, who have every confidence in him. His trade, however, extends all over the city, and notwithstanding that the establishment is not in the center of the city,



patrons come here in view of the fact that he has in many lines inducements to offer difficult to procure elsewhere. Customers also are called upon by representatives of the house, patterns submitted, and nothing indeed is left undone to enhance and advance the interests of patrons. Mr. W. E. Renner is a well-known resident of this city, where he has always taken the keenest interest in its welfare and advancement. Until recently he was president of the Retail Merchants' Association, and he is now a member of the City Council. He has been a resident here for the past thirteen years and has been identified with mercantile pursuits for nearly a quarter of a century. He is a skilled buyer, thoroughly understanding the requirements of the patronage for which he caters, and he enjoys the full confidence of the public generally.

### ROCKHILL FOUNDRY AND MACHINE COMPANY, Founders and Machinists, Roanoke.

A comparatively recent but very important addition to the manufacturing enterprises of this city is the Rockhill Foundry and Machine Company, which was instituted here in 1902. The plant, which is of a very complete character, is entirely new and comprises a building of two floors covering an



area of 50 x 100 feet. It is fitted up with a full equipment of machinery, tools, and appliances, employment being furnished from fifteen to twenty highly-skilled operatives. The energies of the company are directed to the production of everything in the way of general machine and foundry work, specialties, however, being made of high-grade special machinery to order, dump cars, car trucks for mines, etc., also experimental machines for inventors and others. A particular department is jobbing and repairing; also millwright work, etc. The aim of the house is to turn out the very best quality of work possible upon a just and reasonable scale of charges. It not infrequently happens that repairs on some particular appliance are required at the shortest notice, the entire operation of a mill or factory being dependent on some part of the plant that has gone wrong. In such and similar contingencies this house is both able and willing by means of its complete facilities to step into the breach and to satisfactorily execute the work required at the shortest notice. The patronage of the company is derived from Southwest Virginia, West Virginia, and immediate localities. The gentlemen at the head of the enterprise are H. B. Rockhill, president, and C. A. Moomaw, secretary. Mr. Rockhill is a thoroughly practical man with nearly twenty years' active experience of the business. He devotes his closest personal supervision to the details of the work in the interest of his patrons as well as his own. Mr. Moomaw is in charge of the office departments. This house

may be said to have enhanced materially the reputation of Roanoke as a manufacturing center, and dealings with it will be found to be eminently satisfactory in every respect.

**PEOPLES NATIONAL BANK,**  
27 Campbell Avenue.

The latest addition to the corporate financial institutions of the city is the Peoples National Bank, organized June, 1903. The bank has a capital of \$100,000, and already it has accumulated a substantial fund of undivided profits. Its executive officers are Geo. H. P. Cole, president; R. H. Angell, vice-president; E. B. Spencer, cashier, and L. B. Davis, teller. In addition to the president and vice-president, the directors are D. Wm. Good, S. B. Pace, Louis Catogni, Roy B. Smith, C. W. Sanders, R. R. Fairfax, W. H. H. Dorney, I. V. Johnson, J. R. Weaver, John L. Vaughan, J. D. Johnston, I. J. Meals, T. C. Berger, C. R. Caldwell, and J. H. Bear, gentlemen whose names are identified with a number of the most important interests here. Mr. Cole, the president, has been engaged in the banking business for fifteen years in North Carolina. He has been a resident of this city for the past five years. Mr. Spencer was formerly with the First National Bank of Roanoke, and Mr. Davis was with the Brotherhood Mercantile Company. The bank transacts a regular national banking business, employing its resources for the benefit of its clients and affording them liberal accommodations consistent with conservative banking methods. It makes collections at all points through the National Park Bank and the Chase National Bank of New York, the First National of Richmond, and the First National of Lynchburg. We are pleased to have to state that already the bank has done remarkably well and we predict for it a high place in financial circles of the city and State. With ample capital and all facilities it invites the accounts and business of all classes, and furthermore extends an invitation to manufacturers and all legitimate industries to locate here, and is prepared to offer them any needed assistance upon a liberal business basis.

**HUFF, ANDREWS & MOYLER COMPANY, Wholesale Grocers, Etc.**

2 and 4 Commerce Street.

This business was originally founded in 1888 as Huff, Andrews & Thomas, assuming its present designation in 1898. The company utilize at the above address a building of three floors and a basement, covering an area of 60 x 100 feet. In addition they have a wareroom of 30 x 100 feet on First Avenue, and some other storage conveniences. The house handles staple and fancy groceries, provisions, etc. In addition they also deal in field seeds, patent medicines, toys, stoneware, crockery, staple hardware, fireworks, etc. In their grocery departments they are very heavy buyers, and field seeds they obtain direct from the West in carload lots, stoneware and crockery direct from the factories, and as handlers of patent medicines they are distributors in this section for the manufacturers. In toys they are largely direct importers, and in fireworks, which is a specialty, they transact a very large business. Affiliated with this concern are also the Huff, Andrews & Thomas Company, at Bluefield, W. Va.; Thomas, Andrews & Co., at Norton, Va.; The Blair Grocery Company, at Blair, Va., and the Abingdon Grocery Company, at Abingdon, Va., and they contemplate a yet further extension of their operations. The territory covered by the twelve commercial travelers employed by the Roanoke house extends throughout Southwestern Virginia, Northeastern North Carolina, and parts of Tennessee, and their branches send out representatives throughout West Virginia, Ken-



tucky, and Tennessee. The gentlemen at the head of this enterprise are B. P. Huff, president; F. B. Thomas, vice-president; J. B. Andrews, secretary and treasurer; L. Blair, Jr., assistant secretary and treasurer. All are well-known business men. Mr. B. P. Huff has recently been elected president of the Chamber of Commerce. Mr. J. B. Andrews is also vice-president of the National Exchange Bank. He, as well as Mr. L. Blair, Jr., gives his closest personal attention to the management of the business here referred to. Mr. J. E. Moyler, Jr., a director in the company, has represented the house in Southwest Virginia for the past eight years, and he has recently become associated with the purchasing department at headquarters.

**HOTEL PONCE DE LEON, C. G. Smith, Manager,  
Cor. Campbell Avenue and Commerce Street.**

In the old days dating back to the early part of the last century there was where the Ponce de Leon now stands an old country inn where wagoners



and others used to stop on their way to and from Lynchburg and elsewhere. However, it is not with these bygone days that we have here to do. We will therefore state that the present Hotel Ponce de Leon was built in 1890 under the auspices of Mr. C. G. Smith, who has ever since controlled it. The building is a handsome 6-story structure, located at the corner of Campbell Avenue and Commerce Street, in the very heart of the city, convenient to the

wholesale and retail business houses and directly on the line of the city trolley cars. Like good wine, the Ponce de Leon grows better as it grows older, and it is often said of this house that "there is no better hotel than the Ponce de Leon, and no pleasanter landlord than the genial gentleman who runs it." There are in all here about a hundred sleeping-rooms, besides parlors, a very handsome dining-hall, sample rooms for commercial travelers, billiard-room, barroom, barber shop, etc. At times of congestion it is possible to accommodate 300 guests, and this has been actually done on one or two special occasions. The rooms are noticeably spacious and airy, well furnished and steam heated in winter, while at the same time the surroundings of the hotel insure cooling currents of air in the summer. A large number of the rooms are provided with private baths and in addition there are modern porcelain baths installed on every floor. The sanitary arrangements are of the very best and most modern. The hotel caters for the patronage of traveling men particularly, who are afforded every convenience and comfort, which they realize by endeavoring to get here on the Saturday if in the vicinity so as to insure comfortable quarters for the week end. The Ponce de Leon also invites the patronage of tourists and summer boarders. Roanoke being now acknowledged to be one of the pleasantest cities in the country in which to spend the hot months, there being always a cooling and invigorating breeze every night, when even bed covering is not undesirable. The

rates of the hotel are from \$2.50 to \$5.00 per day, according to rooms selected. The hotel is thoroughly worthy of patronage and guests may rely upon being well treated and made comfortable in every respect.

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**M. H. JENNINGS, Wholesale Fruits and Produce,  
16 Campbell Avenue.**

In connection with the above department of trade in this city we offer here a few details relative to the business conducted by Mr. M. H. Jennings. This gentleman commenced operations in Danville some twenty years ago. He established a branch at Roanoke sixteen years ago and made this city his headquarters about three years later. He occupies at the above address a store where all conveniences are available. Mr. Jennings handles at wholesale domestic and foreign fruits in season, such as lemons, Malaga grapes, bananas, etc. Oranges and lemons are received direct from the growers in Florida and California, and foreign fruits from the ports, often in carload lots. Mr. Jennings is the largest handler of bananas here and he is the pioneer in the business. He brought to this city the first fifty bunches of bananas that ever came here. This was seventeen years ago, and it took sixty days to dispose of them. Now there is sometimes two hundred and fifty bunches sold here in a single day. This will exemplify the growth of the business. Mr. Jennings makes a specialty of apples, shipping the far-famed varieties grown in this locality in a good apple year, at other times obtaining them from the North. He has already handled this season now about closing 15,000 barrels of apples. He has recently leased cold storage conveniences in the city with a capacity for the storage of 3,200 barrels. Mr. Jennings paid a visit this winter to Florida, making arrangements while there for extensive shipments of Florida oranges, grape fruit, and pineapples direct from the growers. In fact, he has the very best of facilities to supply the trade throughout Southwest Virginia and West Virginia with the finest products at lowest prices, and also to offer them fair dealing, prompt shipments, and every courtesy and attention.

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**J. A. JAMISON COMPANY (Incorporated), Merchandise Brokers,  
119 Front Street.**

This company, incorporated January, 1904, is the successor to J. A. Jamison & Co., who in 1902 succeeded F. E. Davis, established some years previously. The company have an office and warehouse at the above address, where they carry a stock of certain lines of goods to fill current orders. Their trade, however, is mainly a commission one, goods being shipped to jobbers direct from the original sources of supply to destination in carload lots. The firm make specialties of grain, hay, and provisions; also canned vegetables from canneries in this district. The firm represent on this market some of the leading houses in the country. Of these, we will instance the Glucose Sugar Refining Company, of Chicago; Anglo-American Provision Company, of Chicago; Franklin Sugar Refining Company, of Philadelphia; Great Western Cereal Company, of Chicago; A. Booth & Co., salt fish, of Detroit; Colonial Salt Company, of Akron, Ohio; Libby, McNeill & Libby, canned meats, of Chicago; and in addition a large number of other manufacturers of everything comprised in the grocery and provision trades. The company enjoy the most intimate relations with these first sources of supply and they can guarantee the lowest current prices and prompt shipments and attention. The trade of the house is throughout Southwestern Virginia, only to the wholesale jobbers. The range of products handled and the especially high character of the houses represented insure every advantage. The president



of the company is J. A. Jamison. J. R. Vaughan is vice-president, and B. F. Moomaw is secretary and treasurer. Mr. Jamison was formerly president of the Roanoke Grocery and Milling Company, of this city, and Mr. Moomaw traveled for the same house. Mr. Vaughan is of the firm of L. H. Vaughan & Co., railroad contractors. The enterprise altogether enjoys the fullest confidence and consideration of wholesale merchants as well as consignors. References, if required, are directed to the First National Bank, or any wholesale house in this city.

**JOHN M. OAKEY & CO., Funeral Directors and Embalmers,  
120 Campbell Avenue.**

Special attention is here directed to the well known and old established house of John M. Oakey & Co., which in the conduct of funerals has con-



MR. JOHN M. OAKEY.

tributed to advance this vocation from a mere trade to the dignity of a profession. The house was established at Salem in 1865. About 1882 a branch house was established here and the same year Mr. C. W. C. Woolwine became a partner. This gentleman, who was brought up to the business by Mr. John M. Oakey, died about two years ago. In connection with the enterprise here a three-story building running back from Campbell Avenue to Kirk Street, and which is the property of the firm, is utilized. Here may be seen samples of the latest designs in wood and cloth-covered caskets and burial cases, with every variety of trimming to meet the taste and requirements of all classes. The house possesses three modern hearses, two wagons, two buggies, and a suitable number of horses, and all other required conveniences. The firm procures lots in cemeteries, if such be required, and there are conveniences on the premises for conducting services. One of the special-

ties of the house is embalming. Mr. Oakey, with half a century's experience, employs the very best methods, and his ideas in this direction have always accorded him a place at the head of his profession. He is a member of the State Board of Examiners of Embalming, an organization before which it is necessary for funeral directors to pass before they are granted a certificate. Mr. John M. Oakey is assisted in his enterprise by his son, Mr. S. G. Oakey, who under his auspices has acquired a thorough and practical knowledge of the details of the profession. With a sympathetic appreciation and a due regard for the difficult duties of this profession, we may say that this firm undertake all small details connected with funerals, relieving relatives of such matters at a time when of a surety such details would be repugnant and troublesome. The firm's services are also in request throughout this section generally, as well as in Roanoke and Salem, and their reputation is of the highest, as is only to be expected of a firm which has so long served the public in this regard.

**ROANOKE HARDWARE COMPANY, Wholesale and Retail Hardware, Etc.**  
22 West Campbell Avenue.

The original inception of this business dates back a number of years, when it was founded as Watts, Bell & Evans. Some changes in the proprietorship subsequently transpired until in the year 1899 the Price-Armes Company became the proprietors. Finally, in June, 1901, the present company and proprietorship assumed control. The gentlemen now conducting the business are A. H. H. Boyd, president, who has been identified with the hardware trade for the past twelve years; S. F. Woody, vice-president, who has had five years' experience; I. M. Warren, secretary and treasurer, who has been in the business for two years, and W. B. Clemer, general manager, who has had a practical experience of the hardware trade extending over thirteen years. The company occupy at the above address a three-story building 27 x 100 feet in area, in addition to a single-story warehouse at the rear, which is of the dimensions of 87 x 50 feet. The stock embraces shelf and general hardware, builders' hardware, agricultural implements, firearms, fencing, paints, oils, and, in fact, a thousand and one articles which are in daily request by all classes. The stock is very large and varied and aggregates thousands of dollars in value. The company are special agents here for the celebrated Oliver Chilled plows, Elwood wire fences, Davis' pure paints, and other specialties of acknowledged merit and utility. The house obtains its supplies direct from manufacturers and first hands generally, buying for cash in large quantities under the most favorable conditions. The patronage of the house is mainly drawn from the territory contiguous to Roanoke and from Southwest Virginia generally, several travelers representing it on the road. The concern is eminently an up-to-date one, catering to the best interests of the public and the trade. Since the reorganization of the house the business has more than doubled. The enterprise has only met with that degree of success to which it is rightfully entitled, and this result is emphasized in the inducements and advantages it stands ready to accord its patrons.

**VIRGINIA CARRIAGE FACTORY,**

20 to 30 Kirk Avenue.

One of the most useful industries of Roanoke and also one which has developed largely and gained in the favor of the public during the ten years that it has been in operation, is that known as the Virginia Carriage Factory, conducted under the proprietorship of Messrs. C. A. Stutsman and W. T. Manning. The firm occupy a commodious building of 120 x 87 feet, which is equipped with power and all the best appliances. About twelve skilled mechanics are constantly employed, which number is sometimes supplemented by others as occasion demands. The firm are thoroughly practical carriage manufacturers and repairers, and they are the only makers of pleasure carriages in the city. Speaking first of their repair department we may say that they may be depended upon to execute anything of the kind promptly, efficiently, and upon a most reasonable scale of charges. This house turns out some 125 new vehicles a year, and have supplied these to some of the best known residents of this city and vicinity. They make a specialty of carriages which they can guarantee and which fill all the essentials of handsome appearance, the best of materials, the most skilled workmanship, lightness, easy running qualities, and durability. Both of the members of the firm are practical carriage makers and they exercise the closest scrutiny over their work. Their vehicles have this among other advantages that, being made on the spot, anything required of them can be adjusted here instead of having to be subjected to the delay of sending the parts to distant



localities. The firm also job carriage materials and always have on hand a large stock to supply the trade. The house is in every way a progressive and up-to-date concern. To all who need carriage repairs we advise them to patronize this concern which is sure to execute the work properly, promptly, and at lowest prices. As regards new carriages, those who want a cheap vehicle in the sense of cheap and inferior will not obtain it here, but those who would possess the highest quality carriage at a reasonable price, can do no better than to apply to this firm.

**SOUTHWEST VIRGINIA TRUST COMPANY,**  
Cor. Campbell Avenue and Jefferson Street.

The above sound and progressive fiduciary institution became part of the facilities of Roanoke in the year 1901, and although but of recent establishment it has developed by its marked success, its enterprise, and utility. The authorized capital stock of the company is \$1,000,000, of which \$200,000 is paid in. Already there is a fund of surplus and undivided profit aggregating \$100,000, a result at once highly gratifying to its stockholders and clients. This constitutes the largest amount of capital and assets of any financial institution in Southwest Virginia. The business of the Southwest Virginia Trust Company includes the buying and selling of stocks and bonds of all descriptions, the specialty of the company being industrial securities in this and neighboring localities. In this connection they also undertake the organization and reorganization of large undertakings, and about two years ago they acquired what is now the Roanoke Railway and Electric Company when it was in the hands of a receiver and



sold it to the present company. The company also negotiate loans on improved real estate or other high-class securities to almost any amount that may be required under favorable and just conditions. They also act as administrators, executors, trustees, receivers, etc., for individuals and corporations either by order of court or by mutual arrangement of parties concerned. By placing business in the hands of this company, all possible risk of maladministration or fraud is rendered impossible, and all forms of law are complied with. The gentlemen at the head of this enterprise are among the most prominent citizens of this community. They are T. T. Fishburne, president National Exchange Bank and vice-president and treasurer Virginia Bridge and Iron Company, president; Edward L. Stone, president Century Banking and Safe Deposit Company and of The Stone Printing and Manufacturing Company, vice-president; Ernest B. Fishburn, secretary and treasurer Crystal Coal and Coke Company, secretary and treasurer, and with them as directors are W. K. Andrews, ex-Mayor of Roanoke, and retail coal dealer; Blair J. Fishburne, secretary and treasurer of R. H. Fishburne & Co., tobacco manufacturers; W. C. Stephenson, secretary and treasurer Buckeye Coal and Coke Company; Wm. A. Glasgow, jr., of Cocke & Glasgow, attorneys; J. B. Fishburn, vice-president and cashier National Exchange Bank, and Jas. P. Woods of Robertson, Hall & Woods, attorneys, constituting a combination of business ability and capital which affords the utmost confidence and assures the ablest management.



**CENTURY BANKING AND SAFE DEPOSIT COMPANY,  
Salem Avenue and Jefferson Street.**

We offer here a few facts relative to the Century Banking and Safe Deposit Company, which was instituted as its name indicates with the birth of the present century—in 1900. The executive officials of the bank are Edward L. Stone, president; Lucian H. Cocke, vice-president, and T. W. Goodwin, secretary and treasurer. With the above associated as directors are L. E. Johnson, H. D. Lafferty, W. H. Lewis, J. B. Fishburn, F. A. Hill, and J. C. Cassell, gentlemen representing the most enterprising and substantial elements of the community, whose names are the strongest possible guarantee that the business shall be efficiently and honorably conducted. The capital stock of the bank is \$100,000, and already at this early stage of its career it has a surplus fund and undivided profit amounting to \$18,000, and has paid an annual dividend to its



stockholders of six per cent. The bank transacts a regular banking business, receiving deposits subject to check, making loans and discounts, and promptly attending to collections at all available points through its correspondents, the principal of which are the National Bank of Commerce, New York, and the Merchants' National Bank, of Philadelphia. The bank also issues certificates of deposit upon which it pays three per cent. interest. It also negotiates loans, executes trusts, and rents safe deposit boxes at from \$2.00 to \$10.00 rent per annum. The Century Banking and Safe Deposit Company invites the accounts and business of corporations, manufacturers, wholesale and retail merchants, farmers, professional men, and private individuals, also accepts trust funds over which it exercises every care and safeguard. It also buys and sells notes, bonds, and other securities. It extends to its clients every courtesy and consideration, and makes their interests paramount within safe and legitimate limits. The bank has a separate insurance and real estate department. In fire insurance it represents for following well-known and substantial companies: Aetna Fire of Hartford, Westchester Fire of New York, and Niagara Fire of New York. It also acts as agent for the sale of real estate and invites enquiries from out-of-town parties who may desire to make real estate investments in this city. We will but say in conclusion, of this institution, that its establishment has been fruitful of good for the community and its management has been characterized by an enterprising yet conservative regard for the benefit of all utilizing its services.

**HOFFMAN, SCOTT & CO., Wholesale and Retail Produce,  
21 City Market and 22 Campbell Avenue.**

At the outset of the above named firm's business, the operations of the house were confined to the retail trade, but in July, 1902, they added to their enterprise the transaction of a wholesale business, and the results have been altogether successful and gratifying. Suitable premises are occupied at 22 Campbell Avenue, which serve as headquarters for the handling of all kinds of fruits and produce, both from home sources and from distant and foreign localities. Specialties are made of Southern produce and early vegetables and fruits in season, which come to them direct from the growers. Another specialty is in apples which the firm pack and ship in large quantities, and ship North and East in carload lots. Many of these are designed ultimately for export, the quality of the apples grown in this locality certainly having no superior. The patronage of the firm while largely local, extends also



to merchants within a radius of one hundred miles of Roanoke. The firm solicit enquiries and correspondence and will promptly reply, demonstrating the advantages they have to offer in the way of quality, quick deliveries, terms and low prices. The members of the firm individually are Messrs. B. L. Hoffman and M. P. Scott. The first named gentleman has been connected with this branch of business for a lengthened period, and previously operated the retail branch of the trade for eight years. Mr. Scott has had an on-and-off experience of twenty years. He was formerly in the fruit, candy, and tobacco business in this city. Both thoroughly understand the markets and what is demanded of them by the trade.

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**E. HIBARGER, Specialist on Watches and Clocks,  
205 Terry Building.**

When we designate the above-named gentleman as a specialist we are intimating that he is a proficient in his line and thoroughly and practically understands every detail of his business which he established here in 1887. Mr. Hibarger confines his energies to being a watch and clock expert, with the sole exception that he carries a stock of fine watches and chains exclusively, handling no jewelry or other goods. He has had nearly a third of a century's experience as a watch and clock repairer, coming to this city from Hagerstown. He was inspector of watches and clocks for the Norfolk and Western Railway for twenty years. Many so-called watch repairers can make a watch go if it is brought to them, but that is not always enough, and it requires an expert to, as it were, diagnose the disease so that it will go for a long time, and that too without injuring some other part of the machine—for a watch is a machine, and an intricate one at that. Mr. Hibarger never allows a watch or clock to leave his hands until it is in perfect going order. Patrons send to him from as far as 200 miles distant, preferring to have him do the work rather than local watch-makers. His prices will be found moderate, and he is prompt in the execution of all orders. All who entrust work to his care will be well served and satisfaction is assured.

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*Coca-Cola* BOTTLING  
WORKS,

Salem Avenue, Opposite Academy of Music.

The above enterprise was established here April 8th, 1903, for the purpose of placing on the market the celebrated "Coca-Cola" in a bottled form. "Coca-Cola," the queen of refrigerant drinks, is unquestionably the most popular beverage before the public. Attempts have been made to imitate it, but they have failed and will continue to fail. The headquarters of the Coca-Cola Company are at Atlanta. About four years ago the company decided to establish branches for the purpose of introducing "Coca-Cola" in bottles, and the project has met with a large success. The Roanoke branch is conducted under the management of Mr. A. F. Cathey, and his establishment is provided with all facilities, including a complete bottling and aerating outfit. He receives the "Coca-Cola" syrup from the manufacturers and adds to it the water and charges it at the works. Bottled "Coca-Cola" is more uniform than when the drink is obtained from a soda fountain, as in the case of the bottled goods the quantity of syrup is carefully measured and is always the same. We may also mention here that the works are operated under the supervision of the Coca-Cola Company, who reserve the right to send an inspector at any time to insure that the goods are bottled up to contract and are not adulterated. The goods are sold to country stores,

groceries, and restaurants within a radius of fifty miles from this city and wholesale grocery travelers introduce them to the trade. Mr. Cathey, however, invites direct enquiries from country merchants and will quote to them prices and demonstrate the advantage of handling "Coca-Cola." During the coming season he expects to largely develop and increase his business, which already shows a gratifying result. Those handling the goods will find them ready-selling articles with a steady demand which is constantly increasing, as the beverage never palls on the public taste.

**A. J. KENNARD, Sanitary Plumber, Steam and Hot-Water Engineer, Etc.  
128 Campbell Avenue.**

The enterprise conducted by the above-named gentleman was founded as Powell & Kennard, the present proprietor assuming sole control in 1897.



Mr. Kennard has recently entered into the occupation of his new premises, which are his own property. This is a building specially built for the purpose, which is of three floors, extending through from Campbell Avenue to Kirk Street. On the Campbell Avenue side is the spacious store, fitted up and arranged so as to afford an effective display of appliances and apparatus. At the rear are the workshops and the upper part is utilized for the drafting office and storage departments. Mr. Kennard executes sanitary plumbing in all its branches, steam, hot water, vapor, vacuum, and hot-air heating according to the most approved and scientific methods, sheet-iron work generally, tin and slate roofing, etc. He is prepared to submit estimates and to carry out all contracts efficiently and at moderate charges. He carries a full line of all materials, etc., and among others makes a specialty of the celebrated Mercer boilers made at Westfield, Mass. Mr. Kennard employs about twenty skilled mechanics under his own close personal and practical supervision. The house does work throughout a hundred miles radius of this city, and largely in Bluefield and the coal regions. We in-

stance here a few notable examples of work done by this concern. Among such are the heating and plumbing in the Roanoke High School, the heating of the Gilmer Avenue School, also plumbing at the West End and Melrose Schools, the heating and plumbing at the Elks' Home, also the plumbing at the Y. M. C. A. building, besides a large number of private residences, business houses, etc., here and elsewhere. Mr. Kennard invites enquiries and will promptly furnish all required particulars, etc. We may conclude by saying that this house is a valuable feature of the trade resources and conveniences of Roanoke, and is fully entitled to the confidence it enjoys and the success it has achieved.



**ROANOKE GROCERY AND MILLING COMPANY,**  
**Wholesale Grocers, 107 and 109 Front Street.**

The above well-known enterprise was originally founded as the P. L. Terry Milling Company, and milling was at that time combined with the grocery trade, until in 1890 the present company was organized. A few years later they sold out the milling business and confined themselves to the operations as now carried on. The company at the above address occupy commodious and convenient premises, contiguous to the railroad. The stock comprises staple and fancy groceries, provisions, tobaccos, feed, tinware, drugs, notions, such as cotton bats, spool cotton, hosiery, etc. The company obtain all the goods from original sources in largest quantities, in most cases for cash, taking all discounts, and thus are enabled to offer the trade bottom prices and a class of products that insures satisfaction. A particular department of the business is the roasting of coffee and peanuts. They have a thoroughly up-to-date plant. Their principal brands of coffee are "Verona," a high grade coffee, and "Philippine," a good medium grade, which gives the best satisfaction to the public, and which therefore is in demand with the trade. The trade of the company is drawn from Virginia, West Virginia, Kentucky, portions of Tennessee, and North Carolina, and they have twelve travelers on the road. The company have also a branch house at Salem, Virginia, for the accommodation of their trade in that immediate locality. The president of the company is Mr. T. E. Jamison. Mr. T. W. Goodwin, of the Century Banking Company, is vice-president, and Mr. R. S. Williams is secretary and treasurer. Mr. Jamison was with the original house of the P. L. Terry Milling Company, and has for many years been identified with the grocery trade. He is the buyer for the house, thoroughly understanding the markets. He has recently been elected vice-president of the newly organized Chamber of Commerce of Roanoke. Mr. Williams has been with the concern for the past six years, and has charge of the official and financial departments. With the above as directors are associated Judge A. E. King, of the law firm of Smith & King, and this gentleman acts as legal adviser for the company; also John W. Hicks, who is traveling representative for the house in the Bluefield district, and who is one of the best known and most successful commercial travelers in this part of the country. Concluding, we may say of this company that they are in every way strictly first-class wholesale grocers of the highest standing and reputation, who are in the possession of the very best of facilities for doing business.

**HORTON & DAVIS, Merchandise Brokers and Manufacturers' Agents,**  
**206 Terry Building.**

An important adjunct to the wholesale facilities of a city is that class of business men generally known as merchandise brokers. Engaged in this trade here is the firm of Messrs. Horton & Davis, established November 1st, 1903. This firm represent a number of manufacturers and first hands of the highest caliber and most complete facilities, such as Washburn-Crosby Company, of Minneapolis, flour; Castle Brothers, of San Francisco, dried fruits, this house being considered the best concern of the kind on the coast; F. Allen, California, beans; Cameron & Cameron, Richmond, tobacco and their well-known "Fatima" cigarettes; United States Biscuit Company, of Philadelphia and elsewhere; Suffolk Peanut Company, all kinds of raw peanuts; Reading's Fresno, California Figs, and a large list of producers of all lines of groceries, sugar, molasses, salt fish, meats, etc. The firm sell strictly to the jobbing trade on commission, taking their pay from the shipper and not the buyer. Goods are dispatched direct from the original sources and prompt deliveries are ensured as far as is obtainable. The lowest current



rates are always quoted, and the firm are in constant intercourse by wire with headquarters. The house supplies wholesale dealers throughout Southwest Virginia and adjoining parts of North Carolina. Messrs. Horton & Davis also represent a number of canning factories in this vicinity, and furthermore conduct important operations in carload lots of fresh produce, such as apples, potatoes, tomatoes, etc., from home sources, this district being celebrated for its truck and fruit farms. The individual members of the firm are Messrs. J. M. Horton and Robert G. S. Davis, both young men of enterprise and business training. Their standing is of the best and they are fully entitled to the entire confidence of all having dealings with them.

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### VIRGINIA FRUIT AND PRODUCE COMPANY,

J. C. Page, Manager, Market Square.

It is a little more than three years ago that the above named enterprise was inaugurated under the management and direction of Mr. J. C. Page, who, however, had been identified with this branch of commercial endeavor for a period of about fifteen years. At the above address at the present time suitable premises are occupied, which afford sufficient accommodations for the handling of full stocks. The company deal at wholesale in fruit and produce of all kinds obtained in this neighborhood, from all sections of the country and also from abroad. Apart from country produce of all kinds the house makes specialties of apples and potatoes, early vegetables, bananas and oranges, lemons, and fruits in season. Goods are obtained direct from the growers and from first sources generally, and bananas, oranges, and lemons are procured direct under the most favorable conditions. The company have generally full stocks on hand to supply the trade, and have cold storage conveniences. The trade of the house extends throughout Southwest Virginia and West Virginia, and dealers in these localities will find all advantages offered by the house in the way of the freshest products, prompt shipments, and lowest current prices. As before said, Mr. Page has every experience and thoroughly knows the markets. He may be relied upon for fair dealing in all transactions and for conserving at all times the best interests of his patrons. He invites enquiries and correspondence from dealers, and will assure them that he has inducements to offer equally on a par with any of his contemporaries.

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### W. S. McCLANAHAN, General Insurance,

104 Jefferson Street.

The insurance business as now conducted by the above-named firm is the outgrowth and development of some of the oldest and best known insurance agencies of this city. In 1893, Mr. W. S. McClanahan bought out the business of Messrs. Dupuy & Taliaferro, and several years later he purchased the agency formerly conducted by Messrs. C. O'Leary and W. J. Wright. In 1899 Mr. McClanahan consolidated with Mr. R. M. Kent, Jr., whose enterprise was the outgrowth and continuation of the old established J. F. Wingfield agency. Finally in 1900 Mr. McClanahan bought out Mr. Kent, and has since carried on the business under the firm designation of W. S. McClanahan & Co. The companies represented by the above firm are the Liverpool, and London, and Globe, of England; the Pennsylvania Fire Insurance Company; the Fire Association, of Philadelphia; the Atlanta-Birmingham Fire Insurance Company; the Greenwich Insurance Company, of New York; the London Assurance Corporation, of England; the Agricultural Insurance Company, of Watertown, N. Y.; and the British-America Assurance Company, of Canada. The above represent the very *acme* of strength, solidity, and security, and assure beyond any possible question of doubt cer-



tain indemnity. The firm also represent the Northwestern Mutual Life Insurance Company, of Milwaukee—one of the best and most liberal organizations of the kind in America—and the Accident and Liability department of the well-known Aetna Life Insurance Company, of Hartford, Conn. In all of the above prompt settlements may implicitly be depended upon. Mr. W. S. McClanahan is an underwriter who offers the benefits of his experience and his advice to his clients. He is also connected with other interests of importance here. Thus, he is the secretary and treasurer of the Crystal Spring Land Company—an organization which owns a tract of land which is subdivided into some 1,000 lots, which are offered upon favorable terms to investors or homeseekers. The street car line runs direct into the property. He is also secretary and treasurer of the South Roanoke Land Company, which owns other valuable property in the same section. He is in addition a director of the Peoples Perpetual Loan and Building Association. Mr. McClanahan takes the keenest interest in Roanoke's well-being. He is president of the Young Men's Christian Association which has contributed largely to the good of the younger generation here, and is treasurer of the Charity Organization Society—a body organized to look after the welfare of the poor of the city.

**G. W. SISLER, Funeral Director and Embalmer,  
36 Church Avenue.**

The local conveniences of Roanoke are very complete and ample, and each branch of business is generally filled by men who thoroughly understand their vocation. Mr. G. W. Sisler



established his present business about seventeen years ago. At the above indicated address, he occupies convenient and well arranged premises where all required facilities are available. Mr. Sisler devotes his energies to the conduct of the vocation of a funeral director and embalmer. He possesses two hearses, one of which is particularly modern and up-to-date, furnished with rubber tires, one open and one top wagon, two buggies, two horses, and other appliances, all calculated to enable him to conduct funerals in first-class manner. At his headquarters there are conveniences for conducting funeral services; he also procures burial lots if such should be required, and generally attends to every detail con-

nected with the burial of the dead without unduly obtruding his services upon the mourners. Mr. Sisler devotes particular attention to embalming. He is a certificated embalmer and thoroughly understands the best and most modern methods. He has had particular success in this department, and has undertaken and executed some work of this kind in difficult cases, which has obtained particular commendation from experts. Mr. Sisler is well-known to the community and beyond, quite a little of his patronage coming to him from the country districts. Prior to embarking in his present enterprise he was foreman of the upholstery department of the Norfolk and Western Railway, and before that was foreman in the same trade for the Pittsburg, Cincinnati & St. Louis Railroad at Steubenville, Ohio. He may be relied upon to carry out all details to the complete satisfaction of clients. He will



be found to be reasonable in his scale of charges, and in business relations with him everything will be consummated to the satisfaction of all who may call upon him for his services.

**A. J. RANKIN & CO., Jewelers and Silversmiths,  
108 Jefferson Street.**

In according here special recognition to the above named establishment we wish to emphasize the noticeable high character and facilities of the retail conveniences of Roanoke, which can invite comparison from any city. The foundations of the business of Messrs. A. J. Rankin & Co., were laid at Lynchburg in 1887, and in 1899 the Roanoke house was established. At the above address the firm have one of the most handsomely appointed and fitted-up jewelry stores in the State. It is replete with a large, full and well-selected stock of fine jewelry of every description, watches, loose diamonds, and precious stones, art goods, cut-glass, solid silverware, fine plated silverware, lamps and bronzes, high art tapestries, clocks, leather goods, etc. No inferior goods are handled, at the same time the prices, quality being taken into consideration, are most fair and reasonable. A specialty of the house is the making to order of any article of jewelry according to individual design, also the making of silverware from patterns and ideas of the house's own conception and which therefore have an individuality of their own. The firm in this regard have achieved a very high reputation. Of course fine watch and clock repairing is a special department and this work is done in the very best manner. The house has in its employ the most highly skilled workmen who are adepts in their trade. The proprietor, Mr. A. J. Rankin, has been actively identified with the jewelry business since 1876. He is a thoroughly practical man, understanding the work of the jeweler himself in all its branches. He is also a skilled and experienced buyer, knowing well what suits his trade and alive to the tastes and requirements of his patrons. All representations made here may implicitly be relied upon, and under no circumstances are any goods sold otherwise than on their merits. The business has steadily grown since its inception and its patronage extends largely beyond the city and notably into the coal-field regions. The house has a representative on the road calling upon out-of-town patrons, and mail order business receives the promptest attention.

**F. P. CUMMINGS COMPANY, Manufacturing Druggists,  
102 Commerce Street.**

An enterprise of this city which has made known abroad the name of Roanoke as a manufacturing and distributing center is that of the F. P. Cummings Company, which was established here and incorporated as a stock company June, 1901. The business, however, was originally founded at Pocahontas, Virginia, some years previously by Mr. F. P. Cummings, who still presides at the head of its affairs. The company have an office and laboratory at the above address, where they manufacture patent preparations and specifics which have the widest reputations. These are Cummings' Blood Cure, Cummings' Blood and Liver Pills, Cummings' Female Tonic, Cummings' Pill-Mass, "C. G. I.," a cure for male diseases; Cummings' Cure for Pain, and Becks' Liniment. With the exception of the latter, all of the above are compounded from Mr. Cummings' own formulas and they are really specifics for certain ills, and not cure-alls. The house also manufactures hair oil, bay rum, toothache, corn, and bunion cures, all of which are identified with the name of Cummings. The goods are in demand throughout North and South Carolina, Virginia, Pennsylvania, West Virginia, Maryland, Tennessee, Kentucky, and Ohio, and dealers will find them espe-



cially advantageous to handle, as once introduced, they become standard on the market. The gentlemen composing the company are F. P. Cummings, president, and S. M. White, secretary and treasurer, along with J. G. Brunella, of West Virginia; J. E. Barlow, of West Virginia; W. J. Camper and Ed. Lyle, of Roanoke, as directors. Mr. Cummings is the practical man and originator of the industry. Mr. White has been a resident of this locality from before the war, and is United States Commissioner of the Western District of Virginia, and the other gentlemen are prominent citizens of Roanoke and West Virginia. The enterprise altogether is one which in the manufacture, sale, and distribution of its specialties is doing good work in placing before the public specifics which really cure and allay pain and disease, and often help to make the path of life easier and more endurable.

### THE VIRGINIA BREWING COMPANY,

Brewers and Bottlers of Lager Beer, Ale and Porter,  
Wise Avenue.

The Virginia Brewing Company was founded in 1888, by Mr. Louis Scholz, who came to this city from Baltimore. The plant of the company is



now being enlarged and extended, and occupies an area of about two acres. The brewery proper consists of a building of two floors, 88 x 44 feet in dimensions, and a cellar for cold storage which is 55 x 85 feet. This, however, is about to be enlarged to the dimen-

sions of 200 x 55 feet, which will afford greatly enhanced facilities. There are also on the property, bottling houses, stable, etc. The capacity of the brewery will now permit of the production of about 25,000 barrels annually. The bottling departments are equipped so as to be second to none in the South, within its capacity, which is about 1,500 dozen a day. In addition to the bottling of beer the company also manufacture all kinds of soft drinks, using Crystal Spring water which, however, is filtered before being used, so as to ensure purity. The lager beer made here is supplied in kegs and bottles, the bottled goods being known as "Munich Brew" for local consumption, and "Pilsner" and "Standard Export." These goods are made from the best malt and hops, and for purity, flavor, wholesomeness and uniformity, are not surpassed anywhere. Thus an extended shipping trade has been built up and the goods are sold throughout West Virginia, Virginia, North Carolina, and Tennessee. The company also have a branch establishment at Pocahontas, Va. The brewery also produces a high grade of ale and porter, which is supplied in keg or bottle as may be required. In connection with the operations of the company, we should mention their ice and cold storage plant, which is located on Campbell Avenue. The capacity of this establishment is about twenty-five tons of ice a day, and they supply a large proportion of consumers of ice here. Their cold storage is very extensive, permitting of the storage of 6,000 barrels of apples at one time in addition to other produce. The gentlemen conducting this important enterprise are: Louis A. Scholz, president and general manager, and Henry Scholz, secretary and treasurer. Mr. Louis Scholz originally from Baltimore, has had over twenty-five years experience in the brewing business, and we may say that there is hardly a feature or phase of it with which he is not familiar. The company invites correspondence from out of town, and they ship promptly to all parts, and especially to those sections which are lacking in conveniences for obtaining supplies of this character.



**ENGLEBY & BRO. CO.**

**Plumbers and Heating Contractors, Dealers in Stoves, Ranges, Etc.  
17 Salem Avenue.**

This is one of the oldest established enterprises in the city, having been founded in 1883 as Engleby & Bro., the present designation being adopted in 1890. The company occupy a building at the above address, besides two warehouses on Norfolk Avenue. The company handle everything in the way of stoves, ranges, and house-furnishing goods, making specialties of the "Majestic" steel ranges and "Excelsior" cook stoves. They also manufacture everything in the line of tin and sheet-iron ware, roofing, etc. The specialty of the house, however, is sanitary plumbing, steam, hot-water, and hot-air heating. They have every facility in this department to insure satisfaction to patrons. Their trade extends throughout Virginia, West Virginia, and part of Tennessee. They have executed many important contracts here and elsewhere, thus: They completed a very important plumbing contract at the Kenova Hotel, Kenova, W. Va.; did the plumbing, roofing, and steam heating at the passenger station, Bristol, Tenn.; the plumbing and steam heating for the new residence of Mr. G. Arthur Schieren, Bristol, Tenn.; the plumbing and heating at the Farmville, Va., railroad station; the plumbing at the Bluefield Inn, Bluefield, W. Va.; the plumbing and steam heating at the Maple Shade Inn, Pulaski, Va.; besides similar work in very many public buildings, business houses, and private residences. The company have in their constant employment a force of from twenty to thirty operatives, the majority of whom are highly skilled mechanics. The specialty of this house is to promptly and efficiently complete all contracts according to the most modern and latest improved methods; at the same time the prices will be found to be eminently fair and reasonable. The house has recently added to its facilities an electrical department with competent men in charge for executing all kinds of electrical work and installation. The gentlemen at the head of the concern are Jos. T. Engleby, president, and John Engleby, vice-president and treasurer. Both are thoroughly practical men, giving their closest personal supervision to all operations. The enterprise has largely expanded with the development of the city and district, its proprietors commencing as workmen, doing the work themselves without assistance. Now the enterprise is one of the most valuable and important in the city, with all facilities at hand to attract and hold a large patronage and appreciation.

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**THE REAL ESTATE COMPANY, Real Estate and Insurance,  
Campbell Avenue and Henry Street.**

The above real estate and insurance agency was instituted in 1890, but its managers have had many years experience of the business. The company devote their energies to the transaction of a regular real estate and rental business, buying, selling, and exchanging all kinds of real property, having on their books a very large list of improved and unimproved properties both in this city and surrounding districts. They also take entire charge of properties for non-residents, collect rents, and generally look after the interests of clients in all pertaining to real estate matters. They invite enquiries from persons abroad who may wish to invest money so that it will yield lucrative and safe returns. Particular attention is given by this agency to their insurance business. They represent the Milwaukee Mechanics, the Rochester German, the Manchester of London, and the Georgia Home of Atlanta, all companies of the very highest standing, whose names are synonyms of stability and reliability. They also represent the well-known Ocean Accident Company of London, for accident and casualty. The gentle-



men comprising the management of the Real Estate Company are James R. Terry, president, and C. M. Speese, secretary and treasurer. Mr. Terry has been extensively connected with real estate here since 1887, and Mr. Speese for almost as lengthened a period. They may be cited as familiar with every detail of the real estate and insurance business, and are in every way reliable. References if such should be required are offered to any bank or leading business house in the city. Correspondence with them with regard to real estate matters should lead to business relations of mutual profit and advantage.

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**J. H. WILKINSON,**

**Wholesale and Retail Dealer in Lumber, Sash, Doors, Blinds, Building Material, Etc., 102 Roanoke Street.**

The enterprise conducted by Mr. J. H. Wilkinson was established by him in 1890. In connection with the undertaking a large two-story structure is utilized which fronts both on Roanoke Street and Norfolk Avenue, and is of the dimensions of 50 x 100 feet on both thoroughfares. A large stock is here carried which includes lumber of all kinds, sash, doors, blinds, laths, cement, lime, paints, oils, glass, builders' hardware, etc., indeed everything generally needed in the construction of buildings, brick only excluded. An important wholesale and retail trade is transacted, covering Virginia, West Virginia, and North Carolina, the house having representatives within this territory calling upon customers. All supplies are obtained from original sources under the very best of conditions, enabling the very lowest prices to be quoted. White pine goods are procured direct from mills in Wisconsin. Other products come from the West and are in many cases despatched direct from the mills to ultimate destination without breaking bulk. The house is sole agent here for Indian Rock Lime, Washington Lime, Vulcanite Portland Cement, and the Hammar Company, of St. Louis, well known paints. A good stock in all departments is at all times carried so that orders can be filled promptly. The house caters to the trade of dealers, contractors, and the public generally. The proprietor, Mr. J. H. Wilkinson, prior to operating his present enterprise, was in the planing-mill business and has been identified with this and kindred branches of trade for altogether sixteen years. He is therefore thoroughly conversant with all pertaining to the trade and its requirements.

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**QUINLAN & SHEEHAN, Funeral Directors and Embalmers,**  
**212 South Jefferson Street.**

A recent acquisition to the local conveniences of this city is the undertaking establishment of Messrs. Quinlan & Sheehan, which was instituted here September, 1903. The firm occupy central and well-arranged premises at the above address, where all conveniences are available. Messrs. Quinlan & Sheehan have the best of facilities for conducting funerals in the very best manner, and individually they have every experience. Mr. J. B. Quinlan has had fifteen years' practical following of his profession, having been engaged in it at Birmingham, Ala., Indianapolis, Ind., Homestead, Pa., Springfield, O., Winchester, Ky., and Charleston, W. Va. He holds a certificate from Clark's School of Embalming, at Dayton, Ohio, one of the best institutions of the kind in the country. He is also a licensed undertaker in this and other States. Mr. Sheehan has been a resident of this city for twenty years, and he is prominent and popular in social circles here. He is a graduate of the Massachusetts College of Embalming, which is connected with the Stephen Merritt Burial and Cremation Company, of Eighth Avenue and Twentieth Street, New York, the largest establishment of the kind



in the world. Messrs. Quinlan & Sheehan, have every facility, including all appurtenances and paraphernalia. They have a modern and up-to-date rubber-tired funeral car, funeral wagon, etc., and at their parlors there are all conveniences for conducting services, including chairs, piano, etc. The firm cater for the trade of all classes and they will be found moderate in their charges, prompt and attentive, and striving in all transactions to merit the fullest satisfaction and approbation of patrons.

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**J. W. BOSWELL, Real Estate and Fire Insurance,  
12 East Campbell Avenue.**

Among enterprises identified with real estate and insurance interests in Roanoke, a prominent place must be accorded to that conducted by Mr. J. W. Boswell, which he established here in 1889. This gentleman has contributed much in aiding the development and progress of this city. He devotes his energies to buying, selling, and exchanging real property of all kinds on commission, making a specialty of city property, both for occupation and investment. He also negotiates loans on real estate and can promptly furnish funds upon real estate security upon moderate terms. Through his aid also means are furnished to steady and industrious working men and others so that they can become possessors of their own homes under favorable conditions. He takes entire charge of estates and property, collects rents, pays taxes, and transacts all business relating to real estate for a moderate compensation. He also writes guarantee bonds through the American Surety Company, of New York, one of the most reliable companies of the kind in the United States. In fire insurance he represents the Hartford Fire Insurance Company, the St. Paul Fire and Marine Insurance Company, and the Equitable Fire Insurance Company, of Charleston, S. C., all of which may be classed as first class, sound, and staunch organizations. Mr. Boswell has been identified with real estate interests here for the past seventeen years and may be said to be an expert in values. Correspondence from capitalists, investors, and others is solicited, and to such will be extended the benefits of his advice and experience, and truthful and honorable representations of the facts as they really exist may be depended on.

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**O. H. GOAD, News Room, and Dealer in Cigars, Tobacco, Fruits, Candy, Etc.  
11 Campbell Avenue.**

The enterprise presided over by the above named gentleman is one of the busiest and most useful of Roanoke's trade conveniences. Mr. O. H. Goad succeeded to the business founded about four years ago by W. H. Fussell, in June, 1903. He was for two years previously in the employment of the original proprietor and prior to that was four years a car-builder in the Roanoke Machine Works. He is very well known to the residents of this city and to the traveling public, and is popular in the community. Mr. Goad deals in cigars and tobaccos, handling all the leading brands. He also carries a large line of confectionery, including the finest candies made by leading manufacturers. He makes a specialty of the best fruits, having the choicest varieties early in the season. He will be found moderate in his prices, and courteous and attentive to all. He also handles periodicals, the daily and weekly papers, books, etc., and here may be found as soon as the trains arrive the New York, Baltimore, Washington, Richmond, and other papers, all the current magazines as soon as published, etc. Since he has taken hold of the business it has largely increased in volume and this is no doubt due to the fact that he is always on hand and devotes to his enterprise his closest care and attention, so as to please his patrons.



**E. WILE, Dealer in Clothing, Furnishings, Hats, Etc.**  
**Cor. Campbell Avenue and Jefferson Street.**

An enterprise which has succeeded in gaining the favor and full appreciation of the public in the departments of business to which its energies are devoted is that conducted by Mr. E. Wile, who established his business here about seven years ago. The store is located at the address indicated in the very heart of the business section, and it is well fitted up and arranged in every particular. The stock carried by the house comprises a very full and complete line of clothing, embracing fine and medium grades, no decidedly inferior goods being handled. While the product of a number of the best manufacturing houses, made especially for Mr. Wile's establishment, may here be inspected, a particular specialty is made of the clothing manufactured by L. Adler Bros. & Co., of Rochester, N. Y., which is generally conceded to be the equal of any made in the country in all the essentials of fine material and workmanship, perfect fit, fashionable appearance, and general desirability. Notwithstanding the high grade of goods shown here, the prices will be found to be eminently moderate and fair. Mr. Wile also handles a particularly choice assortment of gents' furnishings and hats, making a specialty of the well-known "Manhattan" hats. Altogether, at this establishment the public are well served in every line, and fair and honorable business dealing may be depended upon. Mr. Wile, the proprietor, has had thirty years' experience of the business, and was formerly with the well-known firm of Fox, Mendel & Bro., clothing manufacturers, of New York. This house has now withdrawn from business, but it was a good field for active training in connection with this department of trade. Suffice to say that Mr. Wile here became qualified to conduct his present business successfully, and he is no mere tyro or beginner, having the fullest appreciation of public requirements in this line.

**VAN LEAR BROS., Wholesale and Retail Druggists,**  
**101 Jefferson Street.**

This firm succeeded about eight years ago to an old established business instituted about twenty years ago as Budwell & Christian. Mr. Walter Budwell died and then the enterprise became known as the Christian-Barbee Drug Company. This existed until the present firm assumed control. Messrs. Van Lear Bros. occupy a store at the above address, the upper part being used for their packing and laboratory departments, and for doctors' offices. In their retail department the firm carry on the business of first-class druggists, devoting particular attention to their prescription trade, the soda water department, etc. Special attention, however, is here solicited to their wholesale and manufacturing business, which includes a radius of 100 miles around and in which territory they have commercial travelers representing them. We will mention here a partial list of the specifics they manufacture to their own formulas, which are demanded by the public of the trade and which are ready-selling, popular, and standard. They are Van Lear's Cold Capsules, Van Lear's Headache Powders and Tablets, Dr. Bell's Kills Toothache, Dr. Bell's Pink Liver Pills, Crown Cough Mixture, Dr. Bell's Corn Solvent, Elder Flower Cream, Rose Bud Lotion, Dr. Bell's Pain Plaster, Crown Tooth Wash, Crown Tooth Powder, Van Lear's Pain Cure. In addition they put up a large variety of staple drugs and remedies suitable to the requirements of general stores and merchants. The prices of these goods will compare favorably with any of their contemporaries. The members of the firm individually are G. A. Van Lear and W. B. Van Lear, both graduates of the Maryland College of Pharmacy, and thoroughly experienced druggists. The house is the only one here of the kind that combines a regular wholesale business with



its retail trade and it also handles all kinds of physicians' supplies, catering for trade in country towns which have no local conveniences to supply these requirements. Altogether this house may be classed as among the most useful of the growing facilities of the Magic City.

**MUNDY LIVERY COMPANY, Livery, Boarding, and Sale Stable,  
19 and 20 Kirk Avenue.**

The above enterprise—the most important of the kind here—was founded about twelve years ago by Mr. W. P. Mundy, and it has ever since



been conducted by him with success and ability. At the above address a large two-story building of 50 x 200 feet is occupied, affording every required facility. Mr. Mundy has about forty head of horses and a corresponding number of vehicles for pleasure or business purposes, also seven closed carriages for funerals, weddings, Germans, and other functions. He employs careful and sober drivers who are polite and attentive, and altogether the appointments of the establishment are such as ensure promptness, courtesy, and the entire satisfaction of patrons.

The rigs and horses are handsome and attractive and are suitable either for the use of ladies or gentlemen. A particular department is the boarding of horses and care of vehicles for residents, also buying, selling, and exchanging horses. Mr. Mundy has usually on hand a number of attractive animals for sale either for pleasure carriages or business wagons, and he may be relied upon for fair and honorable dealing. This gentleman was formerly in the railroad business, and he has a very large circle of friends and business acquaintances who realize that at this establishment all their requirements will be met to satisfaction, and that they will here receive courteous and prompt attention, and that a just and reasonable scale of charges may be depended upon.

**MASSIE'S PHARMACY,  
109 Jefferson Street.**

The well-known Massie's Pharmacy was established by its proprietor, Mr. Paul Massie, in 1891. The store at the above address is very centrally located, and it is notably handsome and well appointed. The stock here carried is very full and complete, and comprises drugs and medicines of all kinds, pharmaceutical preparations, all the popular and well known patent and proprietary medicines, toilet articles, both domestic and imported, toilet soaps, perfumes, leather goods, etc. A specialty is made of the soda fountain—one of the finest in this locality—and here are dispensed delicious and wholesome summer and winter drinks. This store serves as a *rendezvous* for the ladies of the city when they are down town shopping, etc. Another specialty is Huyler's candy, which has a national celebrity for being the finest made, and as much as 3,500 pounds of these delicious sweets are annually sold by this house. Particular attention is also given to the cigar trade, the pharmacy having a reputation for handling the most celebrated and desirable brands. The prescription department is given especial care and attention.



Another special department is art materials, this house being the only one here devoting particular energies to handling these goods. Mr. Massie is a thoroughly practical and experienced druggist and devotes his closest personal supervision over all departments. His aim has always been to please his patrons, and to make his store popular. That he has succeeded is evidenced in the constant and growing favor which his enterprise continues to enjoy with residents and visitors.

### ROBERT PORTNER BREWING COMPANY, Alexandria, Va.

Roanoke Branch, 37 and 39 Shenandoah Avenue.

The well-known Robert Portner Brewing Company, of Alexandria, Va., has been represented in this city for the past ten years. The enterprise is one of the largest of the kind in the entire South, and the reputation of its products is widespread and recognized. The establishment in Roanoke is



contained in a three-story building 40 x 100 feet, and is conveniently located, being contiguous to the railroad. The beer is received here from the brewery in bulk and is bottled here, except the export beer, and there is a complete bottling plant available. The establishment is also provided with cold storage, having a capacity of about three carloads. The beer made by this company is of particularly high quality, manufactured strictly from the best of malt and hops and is guaranteed unadulterated. The lager beer is generally known as "Vienna Cabinet" and the export is celebrated by its brand title of "Tivoli Hofbrau." The latter is especially a fine beer, not excelled by any made either in this country or in Europe. The reputation of the malt liquor made by this company has long been staple in this locality and the demand for it steadily increases. From the Roanoke branch, beer is shipped all over the territory radiating about 150 miles from the city. Mail order business is a specialty and correspondence is invited and receives immediate attention, and a large family trade is done within the specified territory. The company also manufacture at Roanoke ginger ale, sarsaparilla, soda-water, and all kinds of soft drinks, the capacity of their bottling works being about 500 dozen daily. Mr. C. S. Johnson has been manager here for about two years and it is not too much to say that he enjoys fully the favor and appreciation of the trade. Finally we may add that the Robert Portner

Brewing Company ranks at the van of similar enterprises in the South for wholesomeness and quality of product, and for fair and liberal business policy.

**BECKER GROCERY COMPANY, Wholesale Grocers,  
114 Norfolk Avenue.**

Prominently engaged in the wholesale grocery trade here is the Becker Grocery Company, founded about four years ago. The premises at the above address are contiguous to the railroad and afford every accommodation. The stock includes staple and fancy groceries in all their branches, and all goods are obtained direct from manufacturers and producers, and generally in carload lots, and these are placed at the disposal of the trade at bottom prices. The patronage of the house is confined generally to Southwest Virginia and is represented on the road by four commercial travelers. By this judicious contraction of territory the company are enabled to hold their trade well in hand and to cater for their best interests. The company understand their market and know just *what* is required by the merchant, and *when* it is required, and do not attempt to load him up with what he does not want at the time and thus cause him loss. Outside competitors are often not so scrupulous and therefore it is to the advantage of dealers within this locality to buy of houses who are bound up with their interests and who cater to their trade to the best advantage. The gentlemen at the head of this enterprise are W. H. Spiller, treasurer, and G. M. Lucas, secretary. The first named has had thirty-three years' experience as a general merchant and of the grocery trade. Mr. Lucas has been connected with it for seventeen years. Thus they are thoroughly experienced. Their enterprise is conducted upon broad principles of liberality and fair dealing entirely to the advantage of all who may enter into business relations with it.

**HORACE M. ENGLE, Economic Geologist and Mineralogist,  
404 Terry Building.**

In this city this vocation is represented by the subject of this sketch, who has been a resident of Roanoke since 1890, and who has given active and exclusive attention to economic geology and mineralogy during the past six or eight years, and to general investigations of this character, in Virginia and other States, during the past fifteen years. By reason of these careful studies of the mineral resources of the South Mr. Engle is specially fitted to speak with authority on these subjects, and he is frequently called upon by investors and capitalists, and also by owners of mining property, to conduct investigations and make reports on mineral products and mining properties in which they are interested. The rigorous care and accuracy of these reports, and the carefully-stated conclusions and recommendations which they embody, have made them highly valued, and it must be evident that such services must be of the utmost value, not only to his clients, but to the development of the natural resources of the South in general. Before coming to Roanoke Mr. Engle took technical courses of study both at Lehigh University and Johns Hopkins University, and this scientific preparation has been supplemented by his practical work in industrial chemistry and in engineering while on the technical staff of Thomas A. Edison at the Edison Laboratory at Orange, New Jersey, and while there he was in responsible charge of some of the most important and difficult work being done at that time, including the designing, constructing, and testing of certain ore milling machinery, which first took commercial form while the work was in his hands. While Mr. Engle's work has been conducted on a personal basis hitherto, he has lately become connected with The Southern Exploration Company, Incorporated.



ated, a corporation recently organized in this city for the purpose of conducting mine exploration, development, and operation on a broad and comprehensive basis in Virginia and other Southern and Atlantic States. In view of the enormous strides the South is making in its material development, and in consideration of the greatly increasing demand for Southern mining properties, water power, etc., and for trustworthy information concerning them, it is evident that there is hereabout a large and inviting field for the profitable operation of the Southern Exploration Company, and we believe we are doing a service to the city, State, and section in calling especial attention to this organized agency for the effective upbuilding and furtherance of the rapidly growing Southern mining industry.

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**L. A. HAMERSLY, Wholesale Flour, Grain, Hay, Etc.**

**Norfolk Avenue and Railroad Front.**

An enterprise but recently established, but which already has consolidated a prominent and permanent position in the wholesale trade of this city is that of Mr. L. A. Hamersly, who commenced his present operations July, 1902. The house occupies well located premises at the above address, which, contiguous to the railroad, affords the best of facilities for receiving and shipping goods. The enterprise devotes its operations to the handling at wholesale of flour, meal, grain, mill feed, and hay. In flour a specialty is made of brands specially manufactured for the trade of the house. These are "Lebanon Belle," best patent; "Ethereal," second patent, and "Jewel," a straight flour. These goods of their various grades are the peers of any on this market and are popular with the public, and therefore advantageous to handle by the trade. Meal, hay, etc., are received direct from first hands in the West and are offered at lowest current rates. The trade of the house is principally in Southwest Virginia and North Carolina, and it has largely developed since its establishment. Mr. L. A. Hamersly possesses a thorough knowledge and familiarity with all pertaining to the business. He was for ten years manager with J. M. Gambill & Co., merchant millers, of this city. The enterprise he now conducts is carried on upon enterprising and progressive lines, and every inducement is placed before the trade. At the same time its establishment serves yet further to emphasize the growing importance of this city as a distributive point and source of supply.

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**DAVIS DETECTIVE AGENCY, J. J. Harris, Supt.**

**Tipton Building.**

This enterprise has been established in this city for the past two years, and its efforts have met with a due appreciation of the utility of its services. The energies of the agency are devoted to the operation of a legitimate detective business, and its services are at the disposal of clients for all kinds of criminal and civil investigations, and any work that properly comes within its functions. Since the agency was instituted it has accomplished some very satisfactory work, and we will instance as illustrative of its operations, the capture of four reformatory boys who broke from the reformatory at Lancaster, Ohio. Two of these boys were taken at Benton and two at Blue Ridge. Another notable capture was the army deserter Harry Paul, who was taken in this city. The agency does a great deal of work for the United States Government, but as before said accept private work of a legitimate nature. The origin of the agency was an amalgamation of a number of detectives under the present designation. Mr. J. W. Davis makes his headquarters at New York; he is also much on the road. Mr. J. J. Harris is in charge here, where are the headquarters. He has had many years expe-



rience as a detective and is thoroughly qualified. Davis Detective Agency is affiliated with the American Detective Association of Indiana, which claims to be the largest independent association of detectives in the world. The agency invites enquiries from all who may at any time need its services, and will afford all required particulars, and in case of emergency will promptly send on an operator to assume charge of cases and conduct investigations. The charges will be found moderate and based upon work actually performed. Of course success is not guaranteed, but all will be performed that is humanly possible to achieve desired results.

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**A. BOWMAN & SON, Manufacturing Bakers, Etc.**  
**306 Second Street.**

An enterprise which may be classed as among the most useful in the city is that of the above firm, which was established in 1888. At the above address they have a store and well-equipped bake-house, and in addition they have also another store at 30 Salem Avenue, where they conduct a retail confectionery business. We have here, however, principally to deal with the wholesale branches of their trade. Messrs. A. Bowman & Son are manufacturers of all kinds of bread, pies, cakes, etc., and their goods have gained the very highest reputation for their quality, purity, and excellence. This fact has been instrumental in the development of the business which not only supplies a large home demand, but extends throughout the surrounding country to within a radius of 150 miles. The firm are in a position to supply dealers with the above products promptly and at lowest current prices, and the goods are advantageous to handle and uniformity can always be depended on. The firm also job candy to the trade, mainly penny goods. These are obtained direct from the best factories under the most favorable conditions. Another department is the manufacture of ice cream, which is also shipped to surrounding districts. This is warranted strictly pure, made from best cream and sugar, and delicious in flavor, and wholesale. The members of the firm are all practical men having a life-long experience of their business, and they are all workers, ensuring the perfection of the output. The house may be classed as a prominent exponent of Roanoke's trade, and one that has contributed no little to its facilities and reputation.

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**ROANOKE WINE COMPANY, Dealers in Wines, Liquors, Cigars,**  
**3 Jefferson Street.**

The above named enterprise dates its original inception back to the year 1889, when it was instituted as Joseph Lawson & Co. In 1893, this firm was succeeded by a copartnership consisting of Messrs. M. and C. F. Byrne, and in 1894, C. F. Byrne became sole proprietor. Finally in 1903, the present designation was adopted. The Roanoke Wine Company carry in stock a full assortment of wines, liquors, and cigars, domestic and foreign, including the finest American, Scotch, and Irish whiskeys, California and French brandies, gins, rums, and other liquors. Also French clarets, all the popular brands of champagne and other foreign wines, Bass' ale, Guinness' stout, cordials, and in fact everything in the trade to be found even in the largest cities. A specialty is made of Cantrell & Cochrane's ginger ale and other soft drinks. Their own specialties are "Upper Crust," a rye whiskey, at \$5.00 per gallon; "Shenandoah Club" rye at \$4.50, and "Carvel" at \$5.00. These are equal to the very best goods to be found anywhere. Other whiskeys are "Old King" at \$3.50, "Golden Crown" at \$2.50, the best Kentucky rye at the same price, "White Mills" \$2.50, and others, besides all well known and popular brands of bottled goods. In cigars they carry a general line made by



well-known manufacturers. The above are but selections; all grades, however, may be depended on for being of best value for money. All are sold on their merits and are exactly as represented. The house caters especially to a family and medicinal trade and to a mail order business from places which have no local conveniences. All orders are promptly filled and satisfaction is guaranteed. Mr. C. F. Byrne, who was with the original house of J. Lawson & Co., thoroughly understands the business and is an experienced buyer. Mr. W. D. Equi is the manager and he has been with the house for the past four years, and devotes to the enterprise his constant care and energies. The house is one distinguished for fair dealing and honest representations, and full value for money, pure goods, promptness, courtesy, and attention may here be depended upon, as has long been realized by the public.

### EAGLE CLOTHING HOUSE,

24 Salem Avenue.

An exemplification of a thoroughly modern and enterprising business is furnished by the Eagle Clothing House. This concern was established

here in 1891, and it has ever since taken a high position in the favor of the public, who realize the really valuable inducements it is in a position to offer. The store at the above address embraces two floors, each of the dimensions of 75 x 30 feet, and this is filled with a large, complete, and varied stock of clothing, gents' furnishings, and hats, suitable to the wants of all classes. One thing that distinguishes this concern from others is that it is a *bona fide* manufacturer of the clothing sold, so that the goods come direct from the makers to the public, thus obviating all middle handling, and the advantages thus derived are shared with patrons and the very lowest prices are quoted. The factory where the goods are made is at 6 North Liberty Street, Baltimore, and the firm there are also large wholesale manufacturers, distributing their products through a wide range of territory. The Eagle Clothing House advertises largely, and often has special inducements to offer, and therefore it is well for the public to look out for its announcements in the daily



MR. S. SILVERMAN.

papers, which may be a means of profit and advantage. The goods are always the best value for money, but at times there are special bargains offered. In gents' furnishings and hats large stocks are carried, including all novelties. The house does quite a business with near-by residents and invites correspondence in this regard. Within the past two or three years its sales have tripled and thus is exemplified the estimation in which it is held by the public.

**C. A. BERRY, Dealer in Wall Paper, Painter, and Decorator,  
116 Salem Avenue.**

A representative house of Roanoke's trade, transacting the most important business of the kind here is that of Mr. C. A. Berry, established

about nine years ago as a house painter and decorator. About five years later he added the handling of wall paper, etc. His store at the above address gives him every convenience, and here is carried a particularly large and well selected stock of wall papers which is not surpassed in the State for variety and which includes domestic and imported papers from the cheapest to the finest in countless patterns, and from which a choice may be made with pleasure and facility. He also handles as specialties "Old English Floor Wax," "S. & W.

Floor Wax," furniture polish, household paints, dancing wax, polishes, etc., also house and picture mouldings in large variety, and he executes to order picture frames, etc. The stock, which amounts to fully \$7,000 in value, is obtained direct from manufacturers, and the facilities assure that the lowest prices are quoted to patrons. Mr. Berry devotes particular attention to house painting and decorating. He is a practical man of twenty-one years experience, and he has made his present business from the very smallest of beginnings by hard work and fair dealing. He employs from twenty to thirty-five skilled workmen according to season, who operate under his closest personal supervision. The policy of the business is to do the best work at just and reasonable prices, and to complete all contracts promptly and efficiently. We will instance here some work done by him: All the bridges in this city, the Greene-Memorial, Lutheran, and Grace Churches, Court-House, and a hotel at Wytheville, C. & O. shops at Clifton Forge, Baptist Orphanage at Salem, High School at Daleville, Bluefield Inn at Bluefield, Hotel Roanoke, and hundreds of residences, business blocks, and public buildings between here and Williamson, W. Va. It is safe to say that those who entrust their contracts to Mr. Berry can do so in the full assurance that he will extend to them every courtesy and attention, fair dealing, and a thorough and satisfactory discharge of all obligations incurred.



**McGEE'S PHARMACY,  
101 Campbell Avenue.**

The attractive and popular drug enterprise conducted under the name of McGee's Pharmacy, has been known as such for about three years, it having succeeded to the business of the White Front Pharmacy, instituted a number of years previously. Under the present management, however, the popularity of the house has largely increased and the business more than doubled in volume. The store is well fitted up and is most conveniently and centrally located. Here may be found drugs and medicines, toilet articles, cigars, and indeed everything incident to a first-class establishment of this character. The house makes specialties of some specifics of its own manufacture, which have an established reputation. These are Witch Hazel Lotion, Electric Headache Powder, Electric Corn Cure, a cough syrup, and some others. In the prescription department the greatest care is exercised, and all drugs used are of the freshest and best quality. Mr. S. S. McGee, who is the managing proprietor, is a graduate in pharmacy of the University College of Medicine at Richmond, and he is also a State certificated druggist.



He exercises his closest supervision over the dispensing departments to ensure correctness and efficiency. The house will be found altogether an advantageous one with which to deal, where the best quality of goods may be obtained along with fair prices, every courtesy, accuracy, and attention.

**THE ST. JAMES HOTEL, E. R. Woodward, Proprietor,  
Opposite Norfolk and Western Railway Station.**

The St. James Hotel was built about the year 1888, and for the past four years has been conducted under its present proprietorship. The hotel is



situated immediately opposite the railroad station so that travelers have no bus or carriage fare to pay, and they can catch their trains at shortest notice. The hotel contains some forty sleeping rooms and one hundred guests or more can be accommodated if an emergency requires it. All of the apartments are well furnished and cheerful. The house is fitted up with all modern conveniences, such as electric light and bells, bar-room, ladies' parlor, sample accommodations for commercial travelers, etc. As regards the fare we may say at once that all are agreed that there is no better two-dollar-a-day house anywhere, and many higher-priced hotels do not set a better table. The hotel caters for the patronage of commercial men, theatrical companies, and the traveling public generally. Special rates are offered theatrical guests, conven-

tions, and other large assemblies. The proprietor also caters for large banquets, either for home parties or from a distance, and he has had particular success in this department. The proprietor is Mr. E. R. Woodward, who it is safe to say is thoroughly popular, both in this city and with his patrons. He is an experienced hotel man. He built and owned the Hotel Lee on Commerce Street here, and he was for a long time manager of the Arlington Hotel at Danville, Va. He devotes his closest energies to his business to make his house a favorite. He thoroughly appreciates what the traveling public require, and is both able and willing to satisfy them. Travelers will do well when alighting at Roanoke to step across the street to the St. James and verify for themselves the truth of what we here claim for this popular house.

**T. S. WRIGHT, Wholesale Fruits and Produce,  
106 Nelson Street.**

Among the houses engaged in the important and growing wholesale fruit and produce trade of this city is that conducted by Mr. T. S. Wright, established by him in 1898. At the above address he occupies spacious and convenient premises suitable to the business. Mr. Wright handles all kinds of foreign and domestic fruits and country produce, making specialties of melons and peaches in season, obtained principally from North and South Carolina. Other specialties are bananas bought direct from the ports of entry in conjunction with a small syndicate of wholesale dealers here, which gives the very best of facilities; also oranges from Florida and California. Up to the present time the trade of the house has been largely local, but Mr. Wright intends during the coming season to extend the scope of his business, and to cater for trade with dealers throughout a radius of 100 miles distant from Roanoke. He invites enquiries from merchants and will be glad to



enter into correspondence on the subject. Mr. Wright has recently become the owner of a truck farm of 34½ acres situated about a mile and a half from Market Square, which, under the management of a competent and experienced gardener, will be devoted to the production of all kinds of garden truck, including early vegetables, fruits, etc., thus enabling him to supply the trade direct from the grower right into the hands of the dealer. This, of course, will materially enhance the facilities of the business in this department. We might here say in connection that Mr. Wright has more than tripled the extent of his business since the first year of its operation. With his enhanced facilities there is every reason to anticipate that 1904 will witness a yet further expansion of the house's operations. Within the past year Mr. A. L. Feather has acquired an interest in the above business.

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**NOTTINGHAM COAL AND ICE COMPANY,**  
Office 8 Campbell Avenue.

The Nottingham Coal and Ice Company was established in 1894. Since then it has well supplied the residents of this city and vicinity with two of the most vitally necessary products of communal living. Speaking first of the coal department, we will mention that the yards are located at Sixth Street and Shenandoah Avenue, where all conveniences are available, and whence is supplied to the public all kinds of coal and wood for burning. The house has long enjoyed the highest reputation for promptness and for furnishing patrons with coal which is free from all impurities, well screened, and of the best quality of the various grades. The ice factory is located at 305 Centre Avenue, and here they have a good plant which has a capacity for the production of about twelve tons of ice daily. This, however, does not represent their entire facilities in this line, as they also manage the business and supply the product of the Ice, Coal, and Cold Storage Company, which has a capacity of about twenty tons of ice daily. All ice supplied by both companies is of the purest quality, made from filtered water by the best processes. In addition to a local trade in ice, the company ship their product to towns in this section and supply the refrigerator cars that pass through this city in transit. In all departments of the business they possess the best of facilities, insuring the fullest confidence of patrons. The gentlemen at the head of the enterprise are J. A. Fishburn, president, and W. F. Nottingham, secretary and treasurer. These are both well known and prominent residents of this city. These gentlemen are also respectively president and secretary of the Ice, Coal, and Cold Storage Company, above referred to. They also fill the same positions in the Spruce Pine Coal Company, of Coeburn, Virginia.

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**PACE AND BOBBITT, Real Estate,**  
104 Jefferson Street.

Prominently identified with real estate interests in this city is the well-known and reliable firm of Pace & Bobbitt, which was originally founded in 1891 as Omohundro & Co., the present firm being organized about ten years ago. The house buys, sells, and exchanges city property of every description, farm lands in this and neighboring States, etc. They also take charge of properties for non-residents, collect rents, etc. Another department is negotiating loans on real estate. As regards investments in this city by non-residents, the firm invite enquiries, and they are in a position to clearly demonstrate the advantages at hand. There is every inducement at the present time and judicious purchases, made under the advice and auspices of a reliable real estate agency, such as that now under comment, can scarcely fail of results which shall be ultimately profitable and remunerative. Mr. Pace is



secretary of the National Investment Company, which own a tract of land which is subdivided into lots and sold at from \$150 to \$250 per lot. The street cars run to within a couple of squares of the property. Mr. Pace also as a member of the American Ticket Brokers' Association, buys and sells railroad tickets, and generally has on hand tickets at reduced rates to all principal points. He also gives the fullest values for unused tickets. A call on him may be the means of substantial savings to travelers. The individual members of this firm are Messrs. S. B. Pace and J. T. Bobbitt. Mr. Pace was a member of the original firm of Omohundro & Co. He has had an experience of the real estate business here extending over a dozen years and may be cited as an expert on all relating to local real estate values. He has always been closely identified with the city's interests and is now one of the directors of the recently organized Peoples National Bank of this city. He is also a notary public. Mr. Bobbitt has been connected with the real estate business for twelve or fourteen years and is also familiar with its details.

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**FRANK E. BROWN, Dealer in Hides, Wool, Furs, Etc., Dried Fruits,  
111 East Campbell Avenue.**

For nearly fifteen years the above house has been identified with the trade of Roanoke, and the character of its operations may be said to be distinct from any other enterprise here, it being the only one of the kind in this locality. The enterprise was founded by its present proprietor in 1890. The premises occupied comprise a building of three floors of the dimensions of 110 x 25 feet. Mr. Brown deals in hides, wool, and furs, purchasing the same for spot cash in any quantity from a single hide or pelt to a carload. This section is well adapted for obtaining supplies, and the range of furs here obtainable include fox, skunk, mink, opossum, coon, muskrat, rabbit, and some bear and deer skins. Mr. Brown invites shipments of any of the above as well as wool and hides, and guarantees the highest prices for the same. The goods are here prepared for market and are shipped to all parts of the country to manufacturers and the wholesale trade, which will find this an advantageous point from which to obtain supplies. Another specialty is ginseng and Mr. Brown is always open to buy all of this curious product of nature which may be offered him. The house also handles Virginia sun-dried apples and berries, which are obtained from local sources and which for quality are equal to the best in the country. These are also shipped to all parts. Both to consignors and consumers, this house has the best inducements to offer and invites enquiries in connection with all departments of the business. The proprietor, Mr. Frank E. Brown, has been identified with this business for many years and thoroughly understands its details. Prior to 1890, he was engaged on a farm and is in touch therefore with farmers throughout this section. Those who do business with him may rely upon receiving fair and honorable treatment along with courtesy, promptness, and liberality.

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**THE HOME HOTEL, Fred Spoerhase, Proprietor,  
Angell Block, Campbell Avenue.**

A really valuable addition to the facilities of this city is The Home Hotel, which was opened to the public by its proprietor, Mr. Fred Spoerhase, January 1st, 1904. This house is located in the new Angell building at the indicated address, and is in the very center of the city along the line of the electric cars, and is convenient to all points. There are about twenty-five rooms as well as dining-room, office, bath-rooms, and all modern conveniences. A specialty is made of the cooking, which is excellent, combining



both the American and German *cuisines*, and guests have pronounced it to be equal to any in the city. The rate of the Home Hotel for transient guests is \$1.50 a day, with a substantial reduction for regular boarders and those staying for any length of time. Table board here at \$4.00 per week is the best value in the city. Commercial travelers are invited to make this house their temporary home, and the patronage of theatrical parties, baseball and football teams, societies and others is catered for. The house, as its name indicates, is essentially homelike and comfortable, while the rates are most reasonable. Mr. Spoerhase, the proprietor, takes every care personally that his patrons shall be satisfied. He has had an experience of the hotel business before coming to this city, which he intends to make his home. He is particularly well-known, however, in connection with the "Wonder of the Twentieth Century" troupe of educated horses and dogs, which were exhibited at the Roanoke Fair last fall. These wonderful animals have been shown at fairs all over the United States and have always proved a leading attraction. Mr. Spoerhase invites correspondence in regard to this unique exhibit of trained canine and equine intelligence, and managers of fairs, carnivals, etc., will do well to place themselves in communication with him.

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**W. E. WOLFENDEN, Electrical Engineer and Contractor,  
104 Campbell Avenue.**

In reference to the above named business we may state that it was originally instituted at Salem, by Mr. W. E. Wolfenden, in 1893. In 1901, he removed it to this city which offered a better field as headquarters. At the above address he occupies premises consisting of a store, two warehouses, and a workshop. As regards the stock here carried we may say that it includes everything in the way of electrical appliances and supplies, which are obtained direct from the factories, and which constitute the most complete and varied stock of these goods in this section of the South. Mr. Wolfenden supplies dealers and others with the above throughout Southwest Virginia and parts of West Virginia. In the departments of electrical engineering and contracting, this house has attained the highest repute. The concern is in a position to undertake everything in the line of electrical engineering from a push-button to complete electric light or power plants. Mr. Wolfenden has every facility and convenience. He employs a force of from twelve to fifteen skilled mechanics, supplemented by others as occasion demands. The house has executed a large number of contracts both small and large in this and neighboring localities. Mr. Wolfenden recently designed and installed a complete light and power plant for the Stone Light and Power Company, of Wytheville, Va.; also a complete arc and incandescent lighting plant for the Virginia Iron Coal and Coke Company at Bristol, Va.-Tenn.; a complete electrical equipment for the Norfolk and Western, Bluefield Inn, and the Norfolk and Western shops at Bluefield, W. Va.; also two electric lighting plants for the Virginia Brewing Company; complete lighting installation and intercommunicating telephone system for the Virginia Bridge and Iron Company of this city. Of course the house has done much else in the way of local and near-by work. Enquiries are solicited, estimates and all information are promptly furnished. Mr. Wolfenden is a practical electrical engineer of experience and he gives his closest personal attention to all operations. The facilities of the house ensure a most reasonable scale of charges, and every contract is faithfully carried out to the entire satisfaction of patrons. The enterprise serves to enhance the growing influence which this city sustains as a theater of endeavor and production.



**GOOCH-CROSBY COMPANY, Wholesale and Retail Books, Stationery, Etc.  
10 Campbell Avenue.**

The above-named company was organized about two years ago, succeeding to an old established business founded about fifteen years ago. The premises as now occupied comprise a modern and well-appointed store 100 x 25 feet in dimensions, in addition to warerooms in upper part of the building. The company are booksellers and stationers, handling books of all kinds, fancy and commercial stationery, pictures, frames, art goods, fancy china, cut-glass, office supplies, etc. The company are also sole agents here for the celebrated Globe-Wernicke bookcases, who manufacture every kind of bookcase for office and household use. In addition to the transaction of a large and growing retail business, the company job school supplies of all kinds, stationery, etc. The trade in this department is mainly in Southwestern Virginia, and they invite enquiries in this regard, assured as they are that they have the very best inducements to offer merchants and others. The company make a particular specialty of picture frames, which they make to order. They have the best of modern appliances and a large variety of patterns and styles from which suitable selections may be made. They guarantee promptness and reasonable prices. The Gooch-Crosby Company comprises the following gentlemen: A. G. Crosby, president; W. P. Gooch, secretary and treasurer, and directors with them, G. G. Gooch, of Staunton; G. G. Gooch, jr., treasurer of The Stone Printing and Manufacturing Company, and Ro. M. Kent, cashier Capital Savings Bank of Richmond. Messrs. A. S. Crosby and W. P. Gooch are active in the management and they have every experience, having been for a number of years connected with a similar enterprise prior to their embarking in their present undertaking. They may be said to be accomplished buyers, thoroughly cognizant of the drift of public taste and requirements in their lines. The house is quite up-to-date and has steadily increased its business under the present management.



## Salem, Virginia.

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**S**ALEM is on the main line of the Norfolk and Western Railway, seven miles from Roanoke, with which it is connected by electric cars; sixty miles from Lynchburg, and two hundred and sixty-four miles from Norfolk. With respect to natural advantages, Salem may challenge comparison with any place in the State. It is situated in the beautiful and fertile Valley of the Roanoke, 1100 feet above



BIRD'S-EYE VIEW OF SALEM.

sea-level. It is eminently healthful. It is free from malaria, and there are in the immediate vicinity a number of mineral and other springs yielding the purest water. The climate is mild, equable, and invigorating. The average rainfall is about forty-two or forty-three inches annually. The average summer temperature is about  $70^{\circ}$ , the winter average being about  $41^{\circ}$ . For the year the average is about  $58^{\circ}$ .

The soil in the neighborhood is very productive. Large crops of cereal grains are raised, and vegetables and fruits grow in great profusion. The finest varieties of apples are grown in this district. The hills and mountains in the vicinity are well timbered.



Salem is the county-seat of Roanoke County. The town owns the electric light plant and the water supply of the place. There is here a good town-hall with all facilities. Two noticeable institutions at Salem are the Lutheran Orphanage and the Baptist Orphanage.

There are at Salem all conveniences and facilities for making life pleasant and agreeable. There is here in vogue one of the best school systems in the country, including a high school and a grammar school, in addition to school conveniences for the colored population. There are also three Methodist churches, one Lutheran, one Presbyterian, and one Baptist church, besides colored churches.



LUTHERAN ORPHANAGE.

Salem has always been considered a center of education, and besides the public schools, Roanoke College has conferred upon the place a reputation throughout the entire country. Families often make Salem their place of residence while their children are being educated, and the more so as the town is eminently a delightful and healthful spot in which to live.

Speaking of Roanoke College we may say that it is an educational establishment which has achieved the highest reputation for merit and efficiency. This institution was founded in 1853. Its patrons are found in fourteen States and territories and three foreign countries. In the educational world Roanoke College represents the cause of liberal education, under positive Christian influence. The principal features of the college are courses for degrees with electives; high standard commercial and preparatory courses, German, French, and Spanish. Library of 22,000 volumes, working laboratory, good morals and discipline, six churches, no bar-rooms, very moderate expenses. The president of the college is Dr. J. A. Morehead, to whom all enquiries should be addressed.

There are at Salem a number of important manufacturing and productive industries. The Salem Tannery is a very extensive enterprise, employing 120 men, producing oak-tanned belting butts, and scoured backs for making high-grade men's and women's shoes. The capacity is about 1,800

hides weekly. The tannery is operated by Leas & McVitty Incorporated, of Philadelphia. There is also about four miles from the city the Pierpont Brick Works, employing about fifty men and producing about 6,500,000 fine red building brick annually. Mr. G. R. Pierpont is the proprietor of these works, and the products are marketed through the firm of Adams Bros. & Paynes, of Lynchburg. There is also at Salem a flouring mill which grinds all kinds of grain for farmers and others in the locality. Other leading industries of Salem will be detailed at length in the pages that follow.



BAPTIST ORPHANAGE.

There are good financial facilities here, including one national bank, a State bank, and a trust and loan company. The Roanoke Grocery and Milling Company have a branch wholesale house here for the more convenient transaction of their trade in this vicinity. The mercantile enterprises are fully up-to-date and complete, and entirely adequate to the needs of the population which at the present time aggregates about 4,000 persons. The town, however, is growing and no doubt will soon be entitled to rank among the more important business and productive centers of the old Dominion. Some of the principal industries of Salem are as follows:





**Oakey Wagon Company, Manufacturers of Farm Wagons, Etc.  
Salem, Va.**

The above may be quoted as one of the most important industries of Salem, and indeed in this section of the State. The business was originally located at Danville and was removed to Salem in 1890. The site of the present plant was for some years known as old Flynn Wagon Company's works, and later the business was operated as The Salem Wagon Company. About 1900, the works were sold under forced mortgage, and were then purchased by Mr. O. D. Oakey, and in 1902 the present company was organized. Since then important improvements have been inaugurated, and to-day the plant is one of the best equipped and up-to-date in this section.



Alluding to the various departments in detail we may state that there is a woodworking department of two floors, which is of the dimensions of 60 x 120 feet, the blacksmith shop of one floor is 30 x 100 feet, the paint shop two-story high is 30 x 60 feet, and there is also a single-story warehouse 30 x 120 feet, as well as dry kilns, etc. A 60-horse power engine supplies the motive force, and from forty to sixty work people, according to season, are given employment, the majority of these being skilled mechanics. The company manufactures the well-known "Oakey" farm wagons, which since their first appearance on the market have taken the highest rank. The essential qualities of these wagons are strength, durability, light running qualities, and efficiency. Their durability is assured, as they are made from the very best material by experienced workmen under practical and competent supervision. All the wood used in their manufacture is properly dried and seasoned, and every part of the wagon is tested before leaving the works. As regards their light running qualities the draught is reduced to the minimum, saving the wear of the horses and allowing the heaviest load to be carried. With regard to the facilities we may here mention that the works at Salem are contiguous to the great coal and hard-wood timber sections of the State, freight rates are reasonable and labor is not high in price and is easily controlled, the most cordial relations existing between employer and employed. The above coupled to the complete character of the plant and experienced management, enables the very best quality of vehicle to be produced at lowest prices. The company make all kinds of single and double-horse farm wagons, also drays, dump-carts, and lumber trucks. The company invite enquiries, and publish a price list detailing the different sizes and styles which with other required particulars they will at once forward upon application. The trade of the house extends throughout Vir-

ginia, Maryland, West Virginia, North and South Carolina, etc., and they have commercial travelers on the road, and local agents in various places. The executive officers of the company are E. E. Hughes, president of the Hughes Buggy Company of Lynchburg, president, and O. D. Oakey, secretary and treasurer. The latter gentleman resides at Salem and gives to the enterprise his close personal supervision. The house may altogether be cited as a progressive one with every inducement of value to offer the trade and through them the public, and it has furthermore contributed largely to draw attention to this locality as a favorable center of production and distribution.

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### FARMERS NATIONAL BANK, Salem, Va.

To the Farmers National Bank of Salem must be accorded the distinction of being the oldest established national bank in Southwest Virginia. It was founded in 1871, its first president being Green B. Board. He was succeeded by James Chalmers, and this gentleman's son, F. H. Chalmers, succeeded to the position in 1891. Mr. James Chalmers was also the first cashier, and again in his turn he was succeeded by Mr. F. H. Chalmers, who is now president. Mr. W. H. Ruthrauff became cashier about six years ago. Mr. J. C. Langhorne is vice-president and Mr. J. H. Duncan is assistant cashier. The board of directors in addition to the president, vice-president, and cashier, includes Messrs. L. C. Hansbrough and W. R. Whitescarver, the whole constituting a strong combination which affords the fullest confidence. The Farmers National Bank has a capital stock of \$75,000, with a surplus and undivided profits aggregating \$40,000. The deposits average about \$200,000, and the loans and discounts about the same amount, this bank transacting the largest banking business here. The Farmers National Bank conducts a regular banking business, making loans, discounts, and collections. Its principal correspondents are the National City Bank, New York; the Fourth Street National, Philadelphia; the Merchants National, Richmond. The Farmers National Bank invites the accounts and business of all classes, and extends to its customers every facility and assistance. During the third of a century that it has been in existence it has contributed much towards the development and progress of the locality, and has weathered all crises and vicissitudes with unimpaired credit, and to-day is a strong link in the chain of staunch financial institutions which support and foster the industries and repute of the State of Virginia.

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### SALEM MACHINE WORKS, Manufacturers of Flour Mill Machinery, Salem, Va.

An enterprise which has contributed much to make known the name of Salem, Va., throughout a wide expanse of country, is that of the Salem Machine Works, whose products find a market throughout Virginia, West Virginia, North and South Carolina, Tennessee, Georgia, and the South generally. The industry was founded about 1890, and since then it has gained a high reputation. The works cover an area of about an acre, upon which are a two-story machine shop 60 x 200 feet, and a foundry 40 x 60 feet. The works are equipped with special and latest improved machinery and appliances suited to the industry, and an average of about thirty skilled mechanics are given employment. At the Salem Machine Works is manufactured a complete line of flour mill machinery, including roller mills, bolting machines, purifiers, packers, bran dusters, and corn mill machinery. The house also makes pulleys, hangers, etc., as well as doing all kinds of machinery repairs for local patrons. They have also appliances for promptly



regrinding and recorrugating rolls. The machinery they make embodies the latest improvements of value, and is at least the equal of any made anywhere. The enterprise is the only one in the South manufacturing a complete line of flour mill machinery, and being nearer their market are able to offer better inducements in the way of lower freight rates and prompter deliveries. Again the location of Salem is such that labor is lower in prices and expenses much less than in most places, enabling them to quote the lowest prices for high-grade products. The gentlemen at the head of this enterprise are J. W. F. Allemong, president; T. J. Schickel, treasurer, and J. E. Allemong, secretary. All of the above have been connected with the business since 1893, and give to it their close personal attention and supervision.

### THE WORDEN MANUFACTURING COMPANY, Wholesale Manufacturers of Pants, Salem, Va.

One of the most important plants operated in Salem, is that known as the Worden Manufacturing Company, which September 14th, 1903, succeeded the Holstein Woolen Company, which was founded in 1876, and whose plant was destroyed by fire August 21st, 1903. The plant now operated consists of a three-story building of 80 x 50 feet, which has recently been specially constructed for the industry. It is a model plant in all its details. The factory is operated by gasoline engines, and the appliances, which are of the best and latest improved character, include seventy-five sewing machines, an



electric cutting knife, gasoline pressing machines, also its own electric light plant. The various departments comprise the stock rooms, cutting rooms, and factory proper, and system and order supervenes throughout the establishment. The premises are so arranged that the light is excellent and at night the hundreds of incandescent lamps give the best of facilities. A force of about 100 work-people are employed under the direct supervision of a competent superintendent. The company are manufacturers of pants made exclusively for the jobbing trade. Their range of products is from the cheapest for working men's use, to the best worsted goods. All material used in the manufactures are obtained direct from the mills, the most expert cutters are employed, and everything in the factory conduces to economy of production and perfection in the output. All sizes are made, and as many as 400 styles are produced. The location of the factory assures a class of help that is intelligent, at the same time that it is reasonable in cost, and there is never any labor troubles here to disorganize the enterprise. The experience of the management assures a complete familiarity of the markets and the wants of the trade are catered for in the very best manner. These goods have a reputation extending over a quarter of a century, and the factory is taxed to its full capacity. The goods are sold from Mobile to Canada, and from California to New England, and in these districts the house employs a number of commercial travelers. The capacity of the works is up to about 1,000 pairs of pants daily. The executive officers of the company are E. M.



Worden, president; L. C. Hansbrough, vice-president; W. R. Cross, secretary, and J. C. Langhorne, treasurer. Messrs. Worden and Cross are active in the conduct of the business. The first named gentleman came here originally from New York and he has been connected with the enterprise for the past twenty-six years. Mr. Cross has been identified with the business for about eight years. From small beginnings, under competent management this enterprise has attained to very important dimensions, and is in every way entitled to the pronounced success that it has achieved.

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**THE CRAWFORD, G. P. Roller, Proprietor,  
Salem, Va.**

The town of Salem, pleasantly situated among the foothills of Virginia, may rightfully be considered as one of the most healthful and delightful places of residence in the State. The health-seeker and the business man both find a pleasure in a temporary sojourn here. Catering to the requirements of travelers at Salem we find The Crawford Hotel, which may be regarded as one of the best hotels in Virginia, outside the very largest cities. The house contains about fifty guest-rooms, well furnished and pleasant, some of them having private baths attached. The house is steam heated, and there are all modern conveniences, including electric bells, ladies' parlor, well furnished dining-room, and halls, etc. The table is well supplied and altogether the house may be regarded as fully equal to any \$2.00 per day house in the country. The above is the rate, but specially reduced terms are offered to those making a lengthened stay. Mr. G. P. Roller, the proprietor of the hotel, has been running it for the past six years, but he has been connected with the hotel business altogether for twelve years, and thoroughly understands its details. He strives in every way to make his guests comfortable, and he is popular with all who have enjoyed his hospitality. He caters particularly to commercial men, and also to summer visitors, who will find the house cool and comfortable, the neighborhood delightful, with plenty of nice drives and beautiful scenery all around. Mr. Roller is about to enlarge the office of the hotel and generally to improve it all through. This will be completed for the coming season. The house is altogether to be commended and visitors will find a hearty welcome extended them by the proprietor.

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**CAMDEN IRON WORKS,**

**Founders and Machinists, and Manufacturers of Iron Fences, Architectural  
Iron Work, Etc., Salem, Va.**

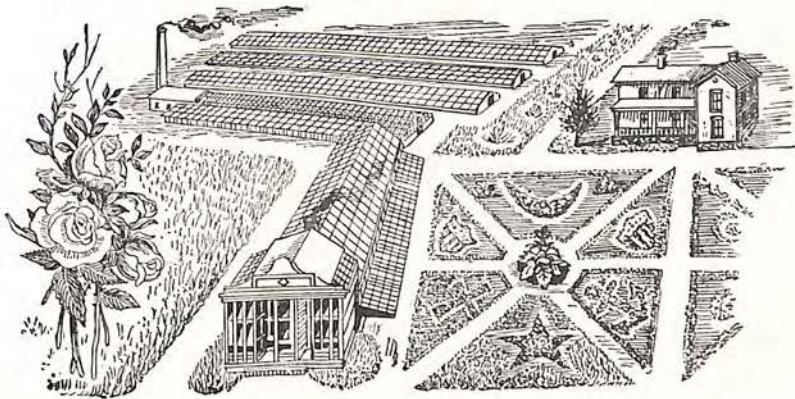
The origin of this enterprise transpired about 1880, and for some years it was operated by Mr. J. B. Camden. In 1887, the works were sold under a deed of trust, and were acquired by Mr. O. D. Oakey, who has ever since conducted them. The enterprise, however, has been since considerably extended and enlarged. The plant consists of a foundry 40 x 60 feet, machine shop 40 x 25 feet, and a two-story iron fence factory 40 x 90 feet. Some fifteen to twenty mechanics are here employed, and the operations of the works include a regular foundry and machine shop in addition to the manufacture of specialties. The company manufactures wrought steel fences and gates for architectural and other purposes. The variety of styles and patterns is very large, and the products have an individuality of their own making them very attractive and artistic. The company publish a catalogue which in part illustrates the goods, and this is forwarded upon application. This, however, does not fully show the variety of the products, and anything not shown can be made to order if desired. The company also make posts, desk railings, iron stairways, balconies, fire escapes, cast-iron house and shop



fronts, garden vases, and all descriptions of cast-iron work for buildings. These are produced at lowest prices rendered possible on account of the facilities available. The company will promptly furnish estimates and all particulars. The fences and other iron products are shipped throughout the South, the demand for the ordinary foundry and machine work being largely local. The company also make another specialty. This is the "O. K." shoe last and stand for cobblers. This is reversible and is made in four sizes. It is a very useful and well-made appliance. The proprietor of the business is Mr. O. D. Oakey, who may be quoted as one of the most energetic and enterprising business men of Salem. He is also treasurer of the Oakey Wagon Company, and is identified with the proprietorship of the Oakey Hardware Company. In addition he has other important interests in the locality.

**J. SHARTZER, Wholesale and Retail Florist,  
Salem, Va.**

One of the most interesting industries carried on in this section is that of Mr. J. Shartzter, who in 1889 first commenced at Salem the conduct of producing cut flowers for the market. He had, however, previously oper-



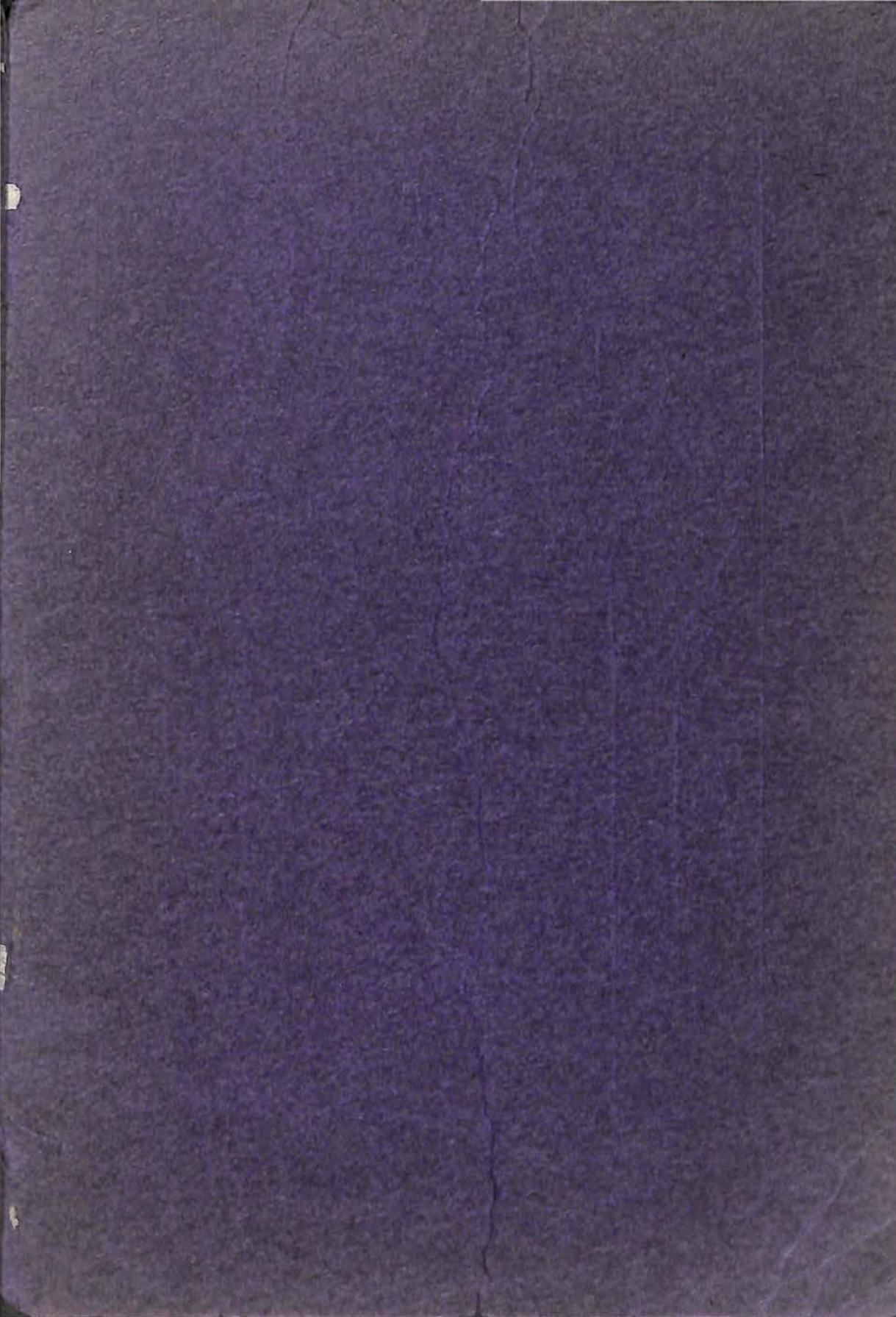
ated a similar enterprise at Hollins Institute for a number of years. At Salem at the present time he has a number of greenhouses, the whole having a superficial area of some 40,000 feet under glass. Mr. Shartzter grows all kinds of flowers, specialties being made of roses, carnations, violets, and chrysanthemums, and this gentleman has earned a high repute through the South for perfection in this regard. Indeed the house is the largest grower of flowers west of Richmond, and is the pioneer of the business in this locality. Specialties as before said are made of cut flowers, also of all kinds of floral designs for weddings, funerals, and other functions. Goods are shipped throughout Virginia, West Virginia, and Tennessee, and are packed in boxes in such a way as ensures them arriving at destination in first-class condition. The trade of the house is both wholesale and retail, and enquiries are solicited from individuals, societies, and the trade, and will be met with prompt replies and attention. The prices will be found very moderate, at the same time the quality and freshness of products can not be excelled. In Roanoke flowers grown in these greenhouses may be obtained at Messrs. Johnson & Johnson's store, and they may be ordered direct. Mr. Shartzter has had an experience of more than twenty years as a flower gardener and he takes a pride and interest in his delightful vocation.



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# Roanoke Music Co.

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**See Article on Page 67**

