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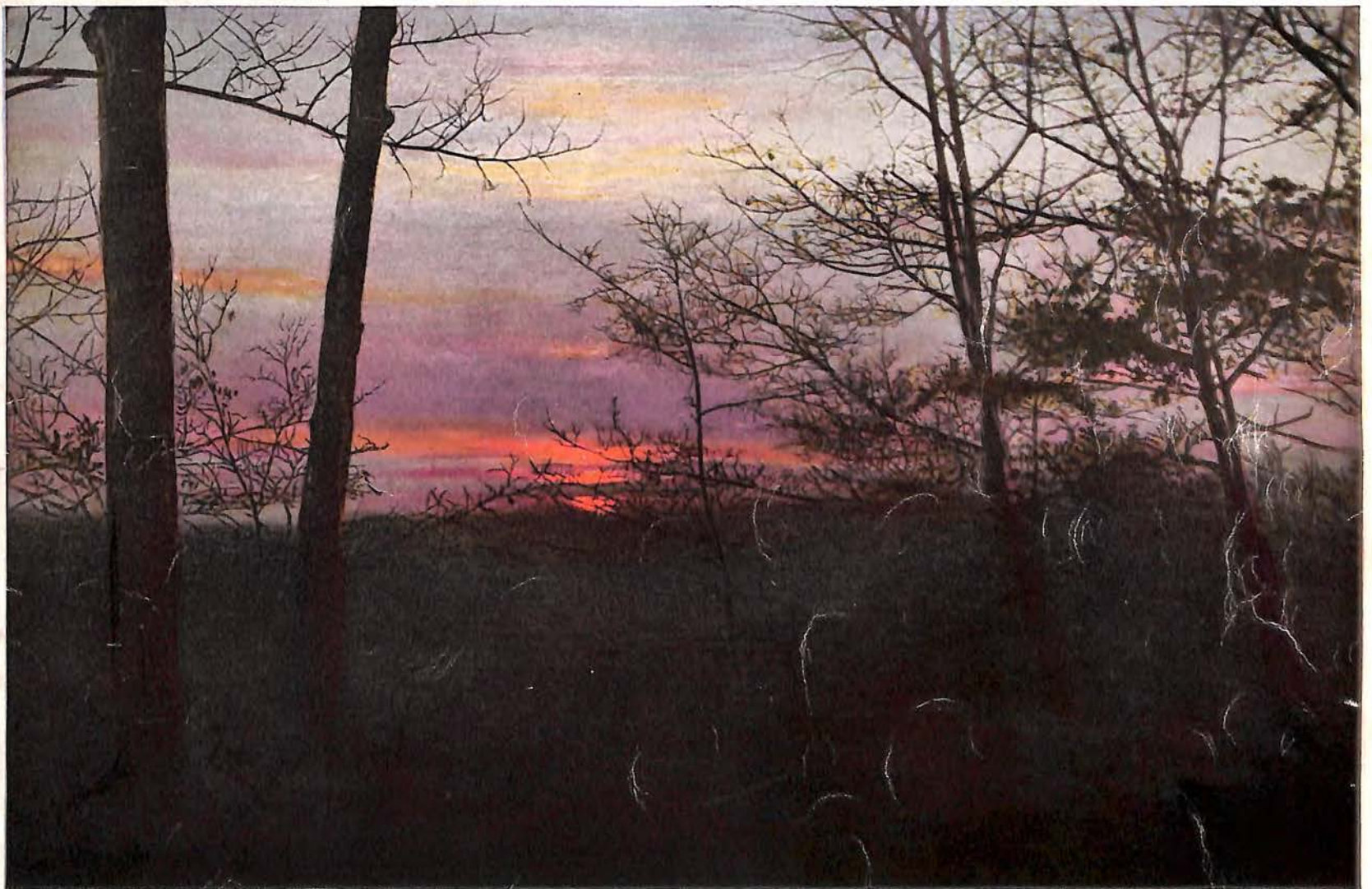
Q-History

ARCHITECTURE

# THE VIRGINIA REALTOR

SEPTEMBER, 1926

Fifteen Cents the Copy



Sunrise Photograph from the top of Mill Mountain near Roanoke  
By WILL HENRITZE

THE DAWN OF A NEW DAY

OFFICIAL PUBLICATION OF  
THE VIRGINIA REAL ESTATE ASSOCIATION

# Roanoke Number





APPLE BLOSSOM TIME IN THE BEAUTIFUL ROANOKE VALLEY





OFFICIAL ORGAN OF THE VIRGINIA REAL ESTATE ASSOCIATION

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# ROANOKE NUMBER

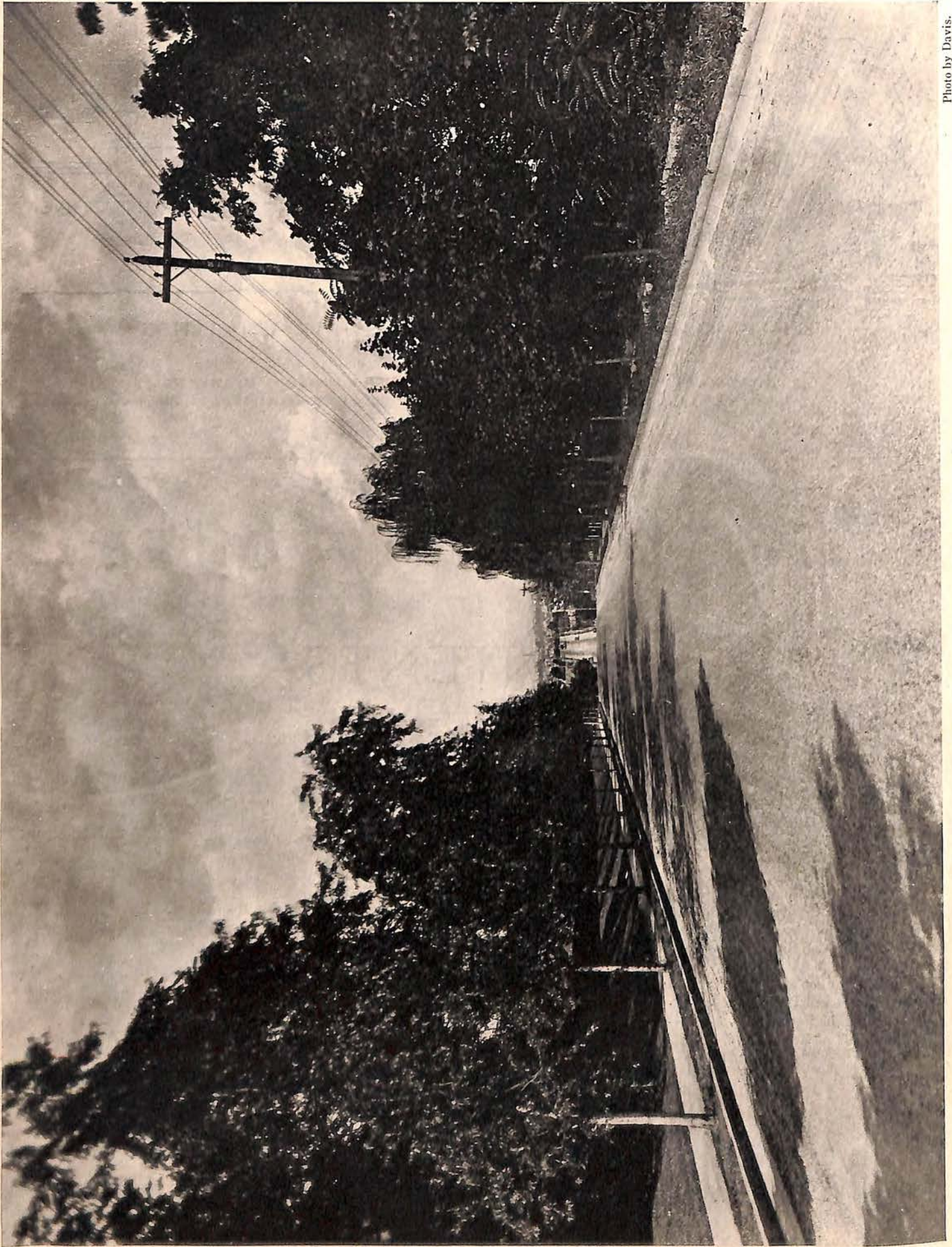
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**REALTORS!**  
*Remember Your State Convention!*  
**ALEXANDRIA, OCTOBER 7-8-9**





Entrance to Roanoke, from the South

Photo by Davis.



# THE VIRGINIA REALTOR

Vol. I

SEPTEMBER, 1926

No. 6

## ROANOKE

### AND ITS WONDERFUL OPPORTUNITIES

*Including a Welcome by the Roanoke Realtors*

ROANOKE is rightly called the Magic City, because of its miraculous growth and progress from a mere village in 1884 to a city whose present community population is approximately 80,000.

This expansion has not been attained because of any lucky stroke of fortune, or booms of unstable prosperity. Roanoke is situated in the Valley of Virginia, between the Blue Ridge and Alleghany Mountains; in the midst of a fertile and rich agricultural district, and at a strategic point for shipments and travel east and west, north and south. Because of these advantages, it has become one of the most important rail centers of the south, and with its rapid growth, many manufacturers have been attracted to the city. All these have contributed to its phenomenal increase in population and industry.

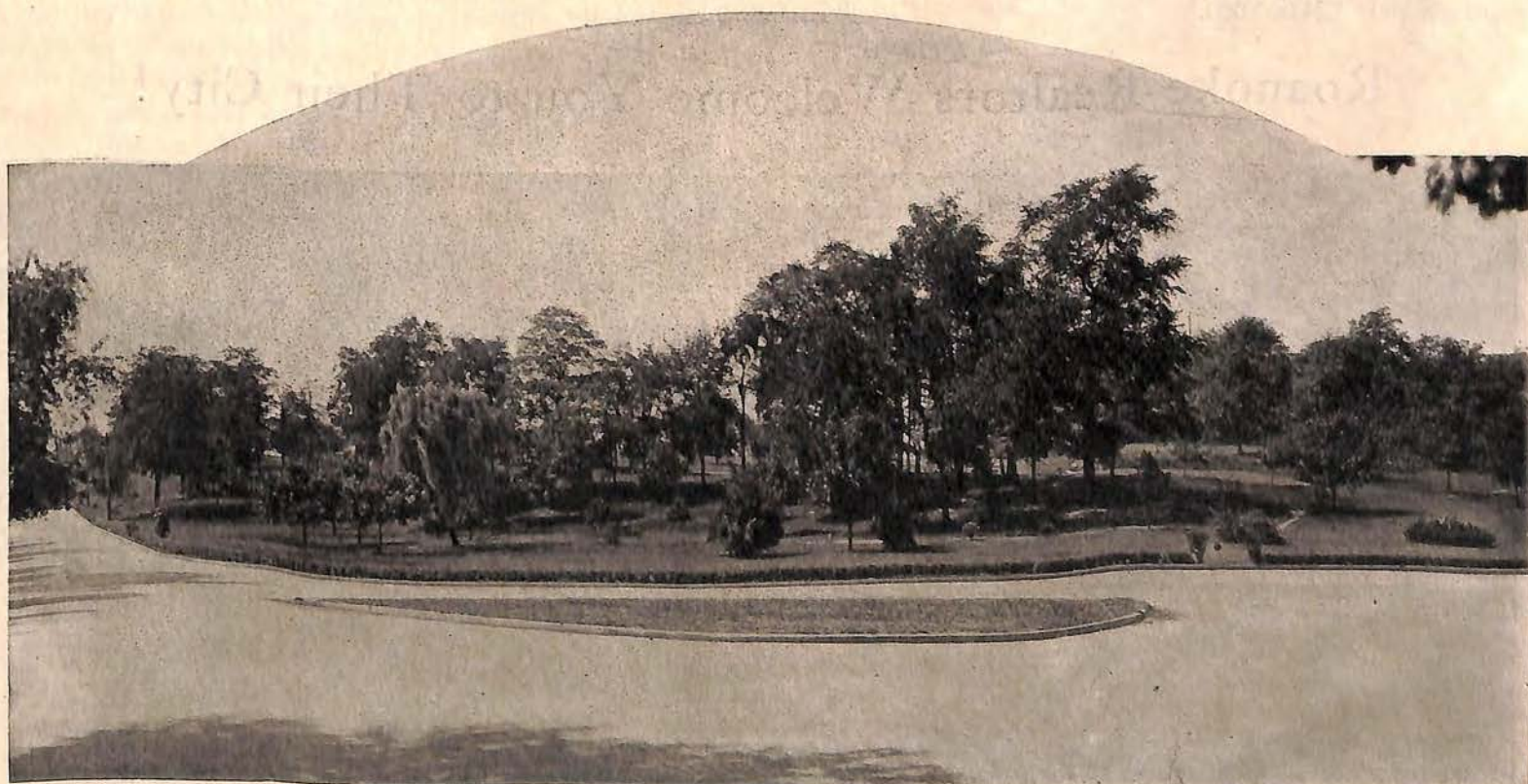
#### Climate

An important feature of any region considered by the manufacturer and the homeseeker, is the climate. In this,

Roanoke is absolutely unsurpassed. According to statistics recently furnished by Captain R. F. Bell, U. S. Weather Bureau, the average per year from January 1, 1910, to January 1, 1926, was as follows: Average mean temperature, 56.34; average rainfall, 38.23, and average snowfall, 12.50. The figures speak for themselves. The sickly heat, so evident in many of the eastern and southern regions of the United States, is noticeably absent, while the moderate and pleasant winters are a welcome change from the severe and rigorous weather prevailing in many portions of the north and west during these months.

#### School System

Educational facilities are not to be overlooked by the homeseeker. The school system is thoroughly modern. A high school costing \$750,000 has just been completed, and in addition there are two junior high schools and ten elementary schools for whites. For the colored population there is one



Highland Park, Roanoke

Photo by Davis.



high school and two elementary schools. This part of the city's activities embraces a total of 14,000 pupils, with 400 teachers.

As to colleges, and the means of higher education, it is difficult to conceive of any means by which the situation could be improved. Roanoke College for men, unsurpassed by anything of its kind in equipment and teaching personnel, is situated within the city, as is also one of the best known and nationally famous institutions for women—Hollins College. Here is also located Virginia College for Women, and the Roanoke National Business College. Near at hand, in Lexington, is the Virginia Military Institute, known all over the country as second only to West Point Military Academy in military instruction; at Blackstone is Virginia Polytechnic Institute, also a military school, and well known as an engineering college; in Lexington is Washington and Lee University, and at Charlottesville the University of Virginia, established by Thomas Jefferson and rated high among the country's universities as a center of education and culture.

#### Banking

Without proper banking facilities, no city can measure up to a high standard as a manufacturing city. Lack of capital makes satisfactory progress nigh impossible. In Roanoke there are seven commercial banks, with a capital of \$4,339,390; a surplus of \$2,343,080; with deposits of \$26,900,400, and resources of \$36,891,326. The trust companies, building and loan associations, and industrial loan associations have a combined capital and surplus of \$1,754,729, and resources of \$2,309,369.

#### Industrial Payrolls

In Roanoke there are ninety various industries, including public service corporations, employing, approximately, 17,000 persons, who receive an annual pay of about \$22,000,000, with an annual value of output estimated at \$60,000,000. The capital and surplus employed in Roanoke industry amounts to approximately \$24,000,000.

#### Agricultural Interests

Roanoke is situated in the center of an extensive agricultural district, with a large trucking section producing a variety of vegetables throughout the year. There are many dairy farms. The district is noted as a fruit producing section, and many apples are marketed to the southern and mid-western states and exported abroad. This is also the largest canning district in the south, specializing largely in tomatoes.

#### Power

Electric lighting and power service are furnished by hydroelectric power and steam stations, possessing a combined capacity of 33,000 horsepower. This plant is located on the Roanoke River about four miles from Roanoke, while the steam station is within the city limits. Both the electric lighting and the power rates compare favorably with those in effect elsewhere.

#### Gateway

Roanoke is the gateway for automobile travel north, south and west. It lies at the junction of the Blue Ridge and the Alleghanias, and right at the commencement of the beautiful Shenandoah Valley. No part of the nation furnishes the motorist with better roads, and the tourist can travel the entire length of the beautiful Shenandoah Valley on hard surface from Roanoke, through territory unsurpassed in historical lore from the earliest days of the republic down to the present. Many battles of the Revolution and Civil wars were fought here, and the country abounds in colonial mansions dating back to early days of the eighteenth century.

If you do come near this section, pay a visit to Roanoke, and any member of the Roanoke Real Estate Board will gladly show you the city.

## Roanoke Realtors Welcome You to Their City!



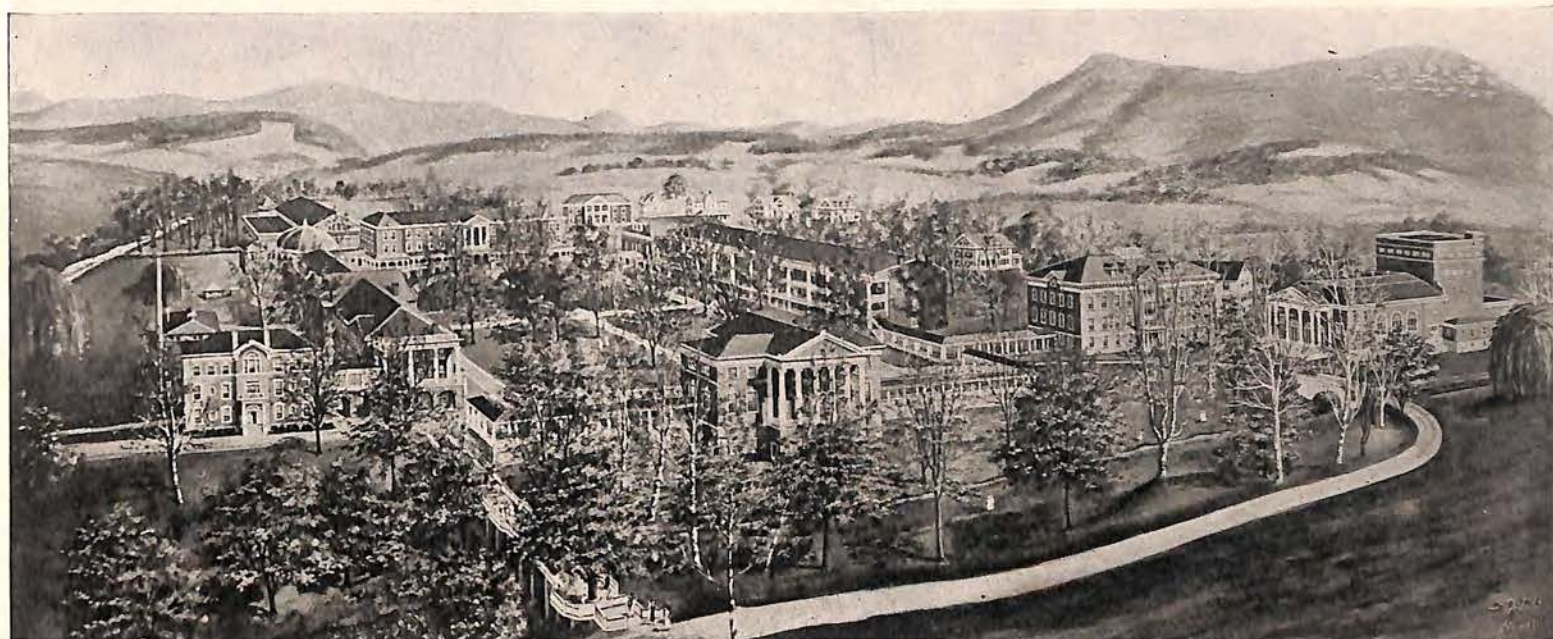
Mountain Avenue, Looking East.

Photo by Davis.



# Roanoke is an Educational Center

*Within the City and Near at Hand are Colleges and Universities of National Fame—Opportunities for Intellectual Development in Any Field Are Unsurpassed*



Bird's-Eye View of Hollins College

Photo by Davis.

## HOLLINS COLLEGE

**A**DJACENT to the City of Roanoke is Hollins College, nationally known as an institution for women, and first established in 1842 as a school for boys and girls, known as "The School at Botetourt Springs," and later as the Valley Union Seminary.

In 1852 the school was reorganized for "the higher education of young ladies," and in 1855 named Hollins Institute in honor of Mr. and Mrs. John Hollins, of Lynchburg, Virginia, who afforded the institution financial aid in its early days.

Charles L. Cocke, founder and for more than fifty years president of Hollins, was a pioneer in the cause of higher education for women. He wrote as early as 1857: "The plan and policy of our school must be considered a true one. This plan recognizes the principle that in the present state of society in our country, young ladies require the same thorough and rigid mental training as that afforded young men." Founded on such principles as this, it was inevitable that the influence of Hollins should be felt in the establishment of other schools for women in Virginia and the South.

After the Civil War the enrollment, drawn at first from Virginia alone, gradually extended to other southern states, and later to the north and west. Through the influence of Charles L. Cocke and the faculty associated with him, sincerity of work and genuine standards of achievement were maintained from the beginning; equipment and standards advanced steadily, and Hollins kept pace with the movement for higher education of women that spread through the entire country during the last quarter of the nineteenth century; a movement in which this institution had been a pioneer.

In 1911 Hollins was standardized for four years of college work, based on an entrance requirement of fifteen units; the college preparatory department was discontinued, and only students without conditions are now accepted. The present student body numbers 350 and is drawn from practically every state in the Union.

## LAFAYETTE LEGEND

An outstanding legend of Roanoke County is told by Mr. Charles Johnston, who, with a party of five, went westward on a mercantile expedition. While descending the Ohio River in a rude, clumsy boat which they had constructed at Point Pleasant, they received signals of distress from two white men on the bank of the river. Proceeding to their rescue they, on landing were immediately surrounded by hostile Indians. Too late they realized the ruse the white men had been led into.

Several of the party suffered torture and death. Mr. Johnston's life was spared until he could teach the squaws the art of making corn batter-cakes. On this account he was exchanged from tribe to tribe, and after passing through the vicissitude of many changes his last captors threatened to make him the husband of an old and ugly squaw widow, and the father of her numerous Indian children. This fate was spared him, however, by the hurry and confusion of the arrival of the tribe at an Indian trading post, called Sandusky. Here he was ransomed by Francois Duchoquet, a French trader, for 600 silver brooches. These brooches were used as a circulation medium and also as ornaments for the Indian Chiefs.



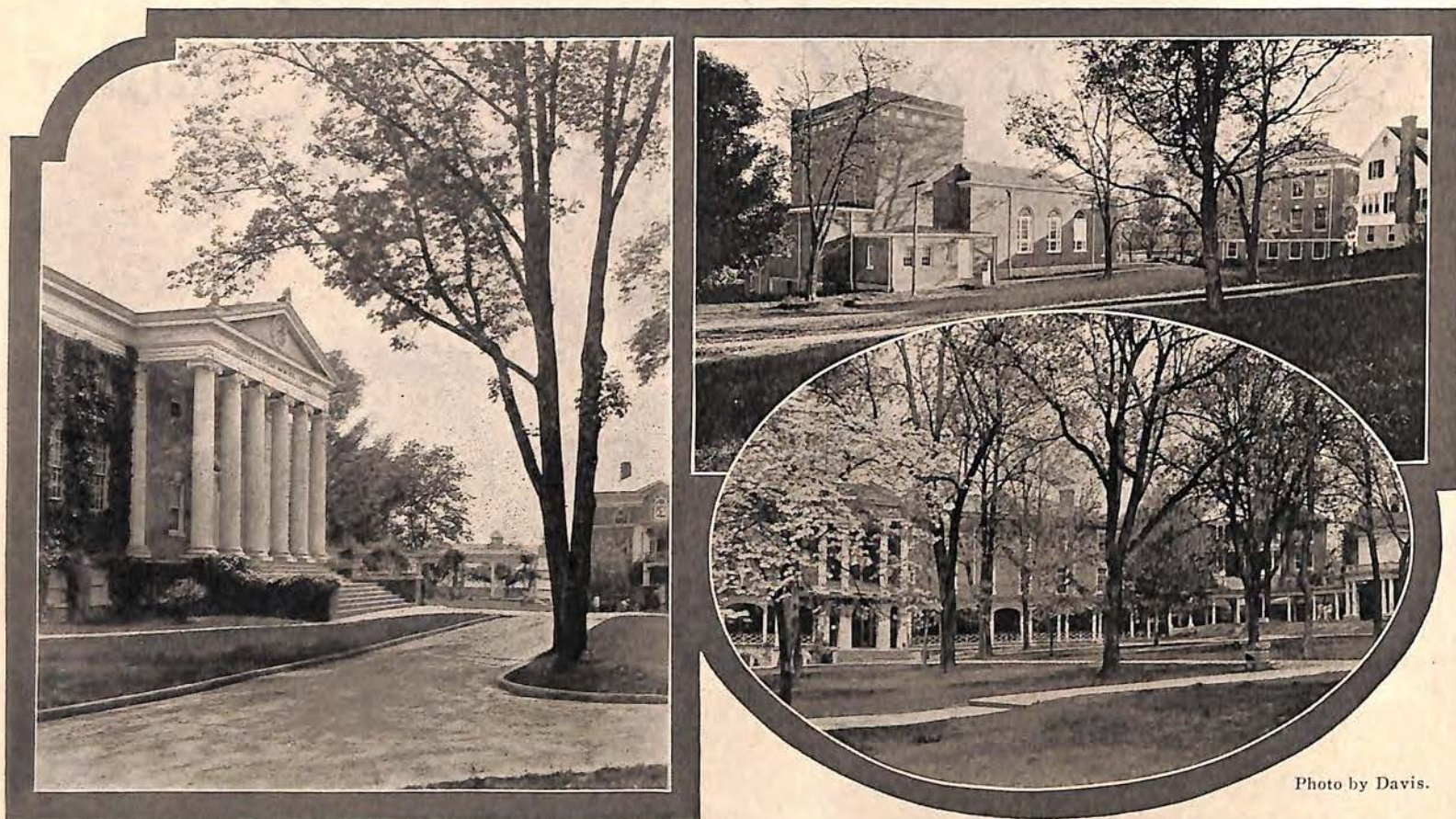


Photo by Davis.

Hollins College

Mr. Johnston traveled with the French peddler for several months and either in this country or France he had the pleasure of meeting General Lafayette, who became deeply interested in his thrilling experiences.

Many years later, in the division of the land of the Prestonville Land Company of which Mr. Johnston was a member, the Carvin Lands with the sulphur springs were allotted to Mr. Johnston. He made extensive improvements and established a summer resort which became the well-known Botetourt Springs. On LaFayette's second visit to this country, though lavishly entertained from Georgia to New York, he found time to visit his friend at Botetourt Springs. On the same day of his arrival a singular coincidence happened in the coming of Mr. Duchoquet. The peddler's habits and manners were very queer, but equally amusing to neighbors and friends.

Botetourt Springs became a well-known resting place of statesmen in their journeys to and from the national capitol. Its race track offered the opportunity for indulgence in the national past-time, and its sulphur waters contributed to the health of those seeking its benefit.

Its historic back-ground was always of interest for the reason that it was the home of William Carven, a noted pioneer and Indian fighter, whose daring exploits speak from every hill and dale.

This ground is now occupied by Hollins College. The old Sulphur Spring maintains its even flow in draught of flood time, and the college preserves in its educational work the sincerity which marked the character of the pioneers who in former years strove and accomplished the best.

### ROANOKE COLLEGE

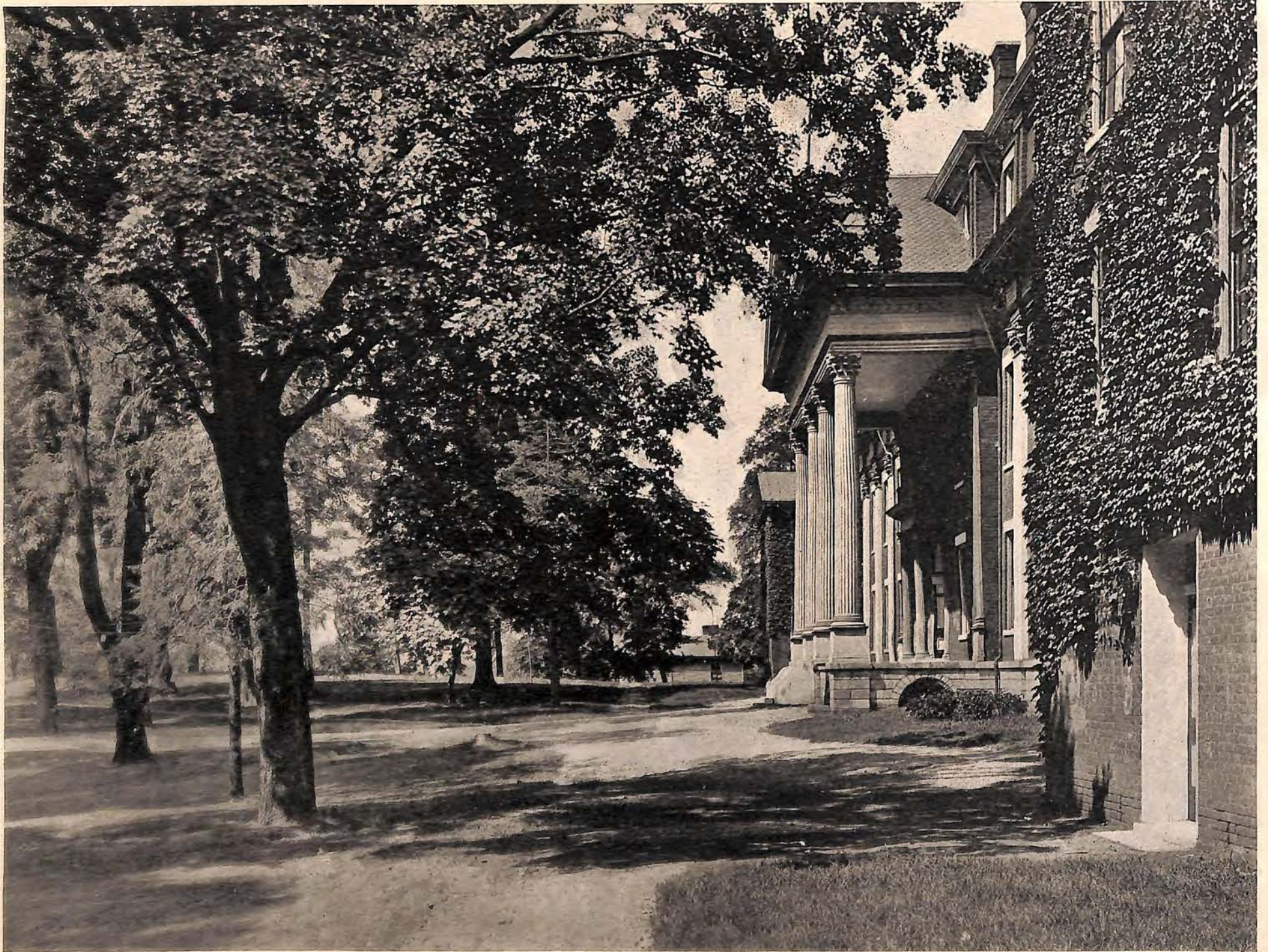
Roanoke College, located at Salem, had its beginning in 1842 as the Virginia Collegiate Institute. The Collegiate Institute was originally located near Staunton, but was moved to Salem in 1845 and in 1853 was incorporated as Roanoke College.

Roanoke was one of the few southern colleges that maintained their instruction throughout the war of 1861-65. Through the efforts of Dr. David F. Bittle, the founder and the first president, students who reached the age of eighteen during a given session were permitted by the Secretary of War of the Confederate States to remain in college until the close of the session. During a part of the war, the dormitories and literary society halls were used as hospitals for wounded and disabled soldiers.

During its eighty-three years history, approximately six thousand students have received their education at Roanoke College. In the early days of the institution, a very large proportion of the students entered the ministry of the Lutheran, Episcopal, Methodist, Presbyterian, and Baptist denominations. Fifteen per cent of the alumni have entered law and 11 per cent some phase of educational work. The medical profession, business, and agriculture each claims approximately 10 per cent. Twenty-nine college presidents have been educated at Roanoke and seventy-four alumni now hold important positions in American colleges and universities.

All departments of the college are thoroughly standardized. At present, Roanoke College has a faculty of twenty-five with a full-time professor in charge of each department of instruction. The more important of these departments are Languages, History, Political Science, Economics, Business Ad-





Historic Buildings of Roanoke College, Used as Hospital During Civil War

Photo by Davis.





Photo by Davis.

### Roanoke College

ministration, Mathematics, Chemistry, Physics, Biology, Philosophy, and Education.

Along with the raising of the standards, there has been a marked improvement in the personnel of the student body. Roanoke's student body during the regular session of 1925-26 was two hundred fifty-seven. With the extension and summer school departments, the total enrollment was five hundred thirty-eight. In the interest of greater efficiency and to render to each student the best possible individual attention, the trustees took action in June limiting the attendance for the regular session of 1926-27 to two hundred fifty. Each young man enrolled at the college is a graduate of a standard high school or preparatory school. Although Virginia is well in the lead in states represented at the college, there are many young men from West Virginia, North Carolina, South Carolina, Georgia, Tennessee, Texas, Maryland, Pennsylvania, New York, Ohio, Indiana, and Arkansas, as well as several foreign countries. Perhaps there is no other college of its size in the south that has attracted so large a number of students from distant sections. Alumni of Roanoke College are now found in every state of the Union.

There are thirty acres of college grounds. During the past summer, extensive improvements have been made to the athletic field. There are nine buildings, five of which have been erected since 1912. The dormitory system is one of the most attractive and convenient to be found in Virginia.

While the college makes its chief work the regular A. B. and B. S. courses, it also gives very definite preparation for those planning to study law, dentistry, medicine, theology, education, or business administration. The pre-law, pre-medical, and pre-dental courses offered at the college are given the highest recognition by the leading universities.

For the past three years, the administration of Roanoke has been concentrating upon strengthening the college internally, and raising an adequate endowment fund.

Roanoke College has been inseparably linked with the development of Southwest Virginia. As business men, farmers, lawyers, doctors, dentists, journalists, teachers, ministers, Roanoke graduates have been intimately associated with all that has pertained to the welfare of this section. Former students of the college are found in every city and town of Southwest Virginia.

There is no desire to make Roanoke a college great in numbers, but rather to give it distinction both at home and abroad for the quality of work done, for intimate and friendly contacts between students and faculty and for the maintenance of live, healthy, and flourishing student activities. In the words of President Smith, "I want Roanoke College to be a high-grade institution which shall be the cultural servant and the joy of every citizen of this section of Virginia."

### ROANOKE NATIONAL BUSINESS COLLEGE

Every possible business need has been met in the revised courses of study offered in this college. Eight fully accredited courses are offered: Junior Training for Modern Business; Higher Accountancy and Business Administration; Stenographic; Banking and Finance; Salesmanship and Business Efficiency; Commercial Teaching; Secretarial; Complete Business, with conferring of H. G. B. degree upon graduation.

The college is preparing for the beginning of its fortieth year of progress and prosperity, with the biggest expansion program in its history. The wider fields of service which the administration has planned for the future, combined with a large increase in attendance, have called for a new building,







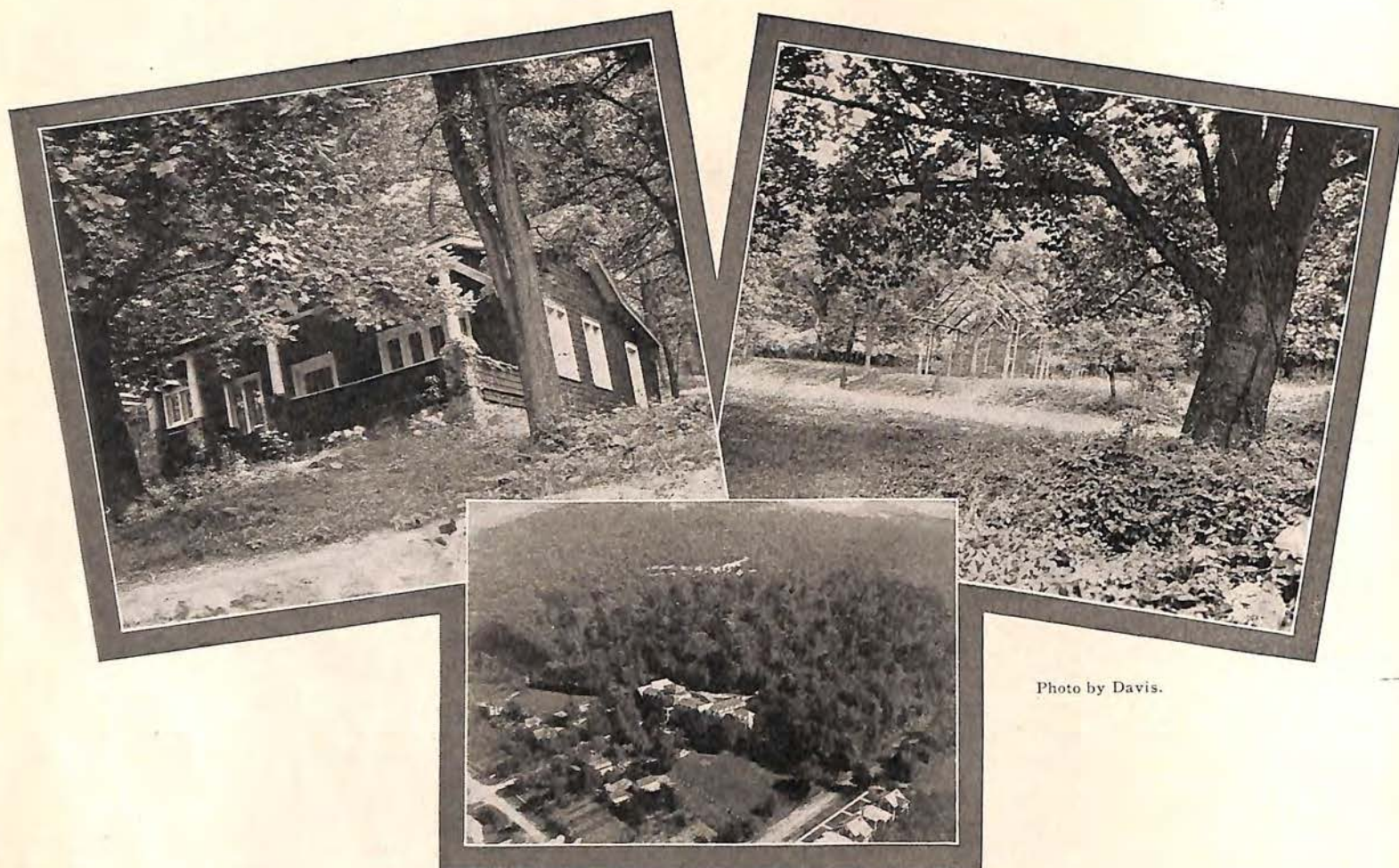


Photo by Davis.

#### VIRGINIA COLLEGE

Above, Y. W. C. A. Bungalow and Garden Theater. Below, Airplane View of the College.

a larger faculty, a larger curriculum and a greater employment department.

The National's 1926 Catalogue and Year Book, issued about the first of August, has already been proclaimed by both press and recipients of copies, as the foremost book of its kind this year. Complete in every detail, this modern book of business is a veritable storehouse of helpful information for every one interested in any branch of commercial activity; particularly those concerned with business education and the opportunities it offers in many lucrative fields.

#### VIRGINIA COLLEGE

Virginia College was founded in 1893 by the late Dr. William Anderson Harris, a distinguished scholar and educator, and former President of LaGrange College, LaGrange, Georgia; Martha Washington College, Abingdon, Virginia, and the Wesleyan Female Institute, Staunton, Virginia. After the death of Dr. Harris in 1896, the management of Virginia College was assumed by his two daughters, Mattie P. Harris and Gertrude Harris Boatwright, who had been closely associated with him in educational work. From the beginning the college has enjoyed an enviable reputation, its pupils representing thirty-two or more states, and several foreign countries. Each year improvements have been made to increase the efficiency of the work, and recently a new dormitory was erected to provide for the greater number of students. In order to meet the growing demands of education, the college library has been enlarged this year, and will have an addition of 3,000 volumes. The Y. W. C. A. is also enlarging its

bungalow in order to have sufficient space for a large tea room to be used by the college students and their friends.

Virginia College is a junior institution, with a course of study conforming to the first two years of college work as given by Smith, Wellesley, Goucher and other leading colleges and universities. The faculty consists of twenty-five or more college men and women. The management and alumni contemplate, in the near future, many improvements to the buildings and grounds. Virginia College numbers among its alumni distinguished women who are now filling positions of great responsibility, several of whom are presidents of large schools and universities. In addition to the academic work given at Virginia College, electives are offered in Domestic Science, Art, Music, Commercial Training, Journalism, Library Methods and Expression.

#### WASHINGTON AND LEE UNIVERSITY

Washington and Lee was founded in 1749 as Augusta Academy, a Southern companion of Yale, Harvard, and Princeton.

Like them it was independent from the beginning of church and state limitations, ownership, and financial support, owned and controlled by a self-perpetuating Board of Trustees, and financed entirely by the private liberality of public-spirited citizens. It was the first concrete expression of that devotion to learning and religion which characterized the settlers of the Valley of Virginia and the fifth in order of founding of our American colleges.

In the spring of 1776, two months before the Declaration



of Independence, by the unanimous action of the Board of Trustees, its name was changed to Liberty Hall. In 1782 it was formally incorporated as an independent institution, free of ecclesiastical and political limitations. In 1798 it was chosen by George Washington, endowed by him with a gift of stock valued at \$50,000, and formally authorized to bear his name. After the wreck of the Civil War, the institution was re-organized and developed by the genius of Robert E. Lee, who accepted its presidency in 1865, fixed its traditions of courtesy, honor, and patriotism, hallowed for all time its spirit, and bequeathed to its keeping his sacred dust, his matchless influence and example, and his incomparable name. His great kinsman, being rich, had endowed the college with his money. General Lee, having no money, gave himself to the institution and thus enriched it forever. After his death, the name of the transformed and re-organized college was changed to Washington and Lee University. In its ennobling memories and traditions no institution in America can compare with Washington and Lee.

In its location, its history, and its great founders, it seems forever set apart from low aims and sordid labors to serve the things of the spirit and lift young men toward leadership and public service of the Washington and Lee type.

It is still financed for its great work wholly by private liberality, having no support whatever from tax-revenues or denominational contributions, and for lack of working-capital must close its doors each year to scores of eager young Americans seeking the privilege of its exceptional training. Contributors to its equipment or to its Lee Memorial Endowment become active partners of its immortal president.

Washington and Lee University is especially noted for the remarkable number of its graduates who have attained prominence in national affairs since the devastation of the Civil War. Among these are a new Justice of the Supreme Court, Joseph R. Lamar, class of 1878; in which were also ex-Governor Stephens, of Missouri; and ex-Governor MacCorkle,

of West Virginia. In the Senate of the United States are five graduates of this university—Foster, of Louisiana; Chamberlain, of Oregon; Owen, of Oklahoma; Bryan, of Florida; and Poindexter, of Washington. The Chief Justice of the Court of Claims in Washington was graduated in 1868, and still other prominent graduates are Thomas Nelson Page, Clifton R. Breckenridge, lately ambassador to Russia, Wade H. Ellis, Dr. Jas. H. Dillard, the head of the Jeanes Fund, and Julius Kruttschnitt, now prominent as the executive of the Harriman railways.

The *St. Louis Republic* has a theory for this production of famous men. It is this:

"The kind of education that makes great men is not merely cultural, technical, or what not: it is a training that unlocks the possibilities of personality."

### THE VIRGINIA MILITARY INSTITUTE

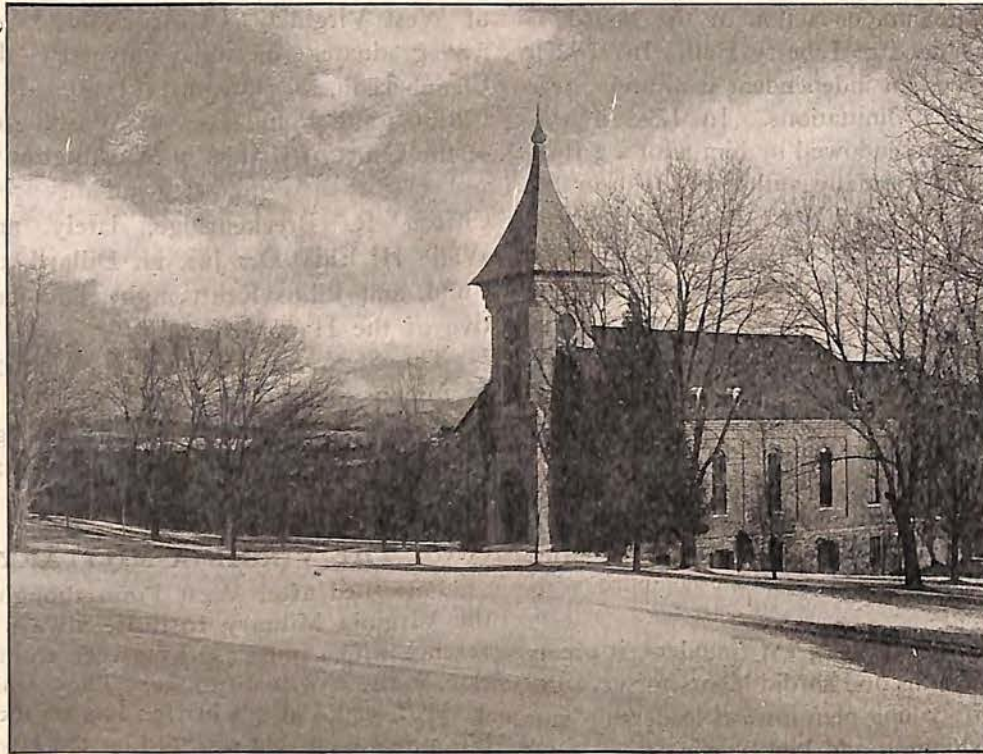
Patterned after West Point though it is, the founders of the Virginia Military Institute always kept in mind the difference which must exist between the two systems of instruction at the two institutions. They realized full well that the V. M. I. cadet at graduation has no fixed position waiting for him other than that dictated by the law of supply and demand for men trained in the various arts and sciences. Courses offered include Civil Engineering, Electrical Engineering, Chemistry, and Liberal Arts. Having in the formative period of life learned to obey, the cadet is better fitted to command others, or to be a leader of men.

A check of a class ten years after graduation showed that 18 per cent were engaged in mercantile pursuits; 11 per cent entered the army; 10 per cent were engaged in engineering and contracting; 10 per cent in traction and transportation; 10 per cent were lawyers; 7 per cent engaged in manufacturing; 4 per cent in each of the five following: Lumber business, banking, tobacco industry, medical profession, and educational work; 3 per cent were farmers; 3 per cent in the



Main Building Washington and Lee University





Washington and Lee Chapel

Revenue Service; 2 per cent were dead; and 2 per cent were in journalism, the Navy, insurance and real estate.

In the words of General Pershing, who delivered the commencement address at the Institute in June, 1920:

"Important problems confront not only this Nation, but other nations, that will require men of character, men of ability, for their solution. The solution of these problems must be worked out by the younger generation. You have simply laid the foundation upon which to build. You have learned habits of study, learned what integrity of character means, and you are prepared more than any others I know of to undertake the solution of these problems."

### THE VIRGINIA POLYTECHNIC INSTITUTE

The Virginia Polytechnic Institute, prominent throughout the nation as an engineering college, was established in 1878, and is situated in Blacksburg, about an hour's drive from Roanoke. Engineering and agriculture are the two main courses of study, and the engineering school offers courses in civil, electrical, and mechanical engineering. Courses in science and business are also offered.

The school is famous, not only as an educational center, but also as a military academy. This branch of training is in the hands of U. S. Army officers, and the school has attained a standing of Class A with the government, in effect for the last five years. Graduates are eligible for the U. S. Reserve.

The proximity of this famous engineering school to Roanoke affords special opportunity to the young men and women of the city for study in these professions. For the last three years the school has been co-educational in nature, and included in the student body are many young women who have elected one of the professions offered as a lifetime work.

Attendance at the school has grown from a few score at the time of its establishment, to 1,200 during the school year 1925-26. For the coming year there have been registered over 1,300. An alumni association second to none has been estab-

lished, and in Roanoke alone its membership amounts to 364 men.

The school is distinguished for its graduates throughout the country who have attained prominence in their professions, and is also noted for the patriotic sentiment of the student body, which, during the late World War, enlisted or were commissioned, almost to a man. This college had more men in the U. S. service during the war, per capita, than any similar institution in the United States.

### MAGIC CITY

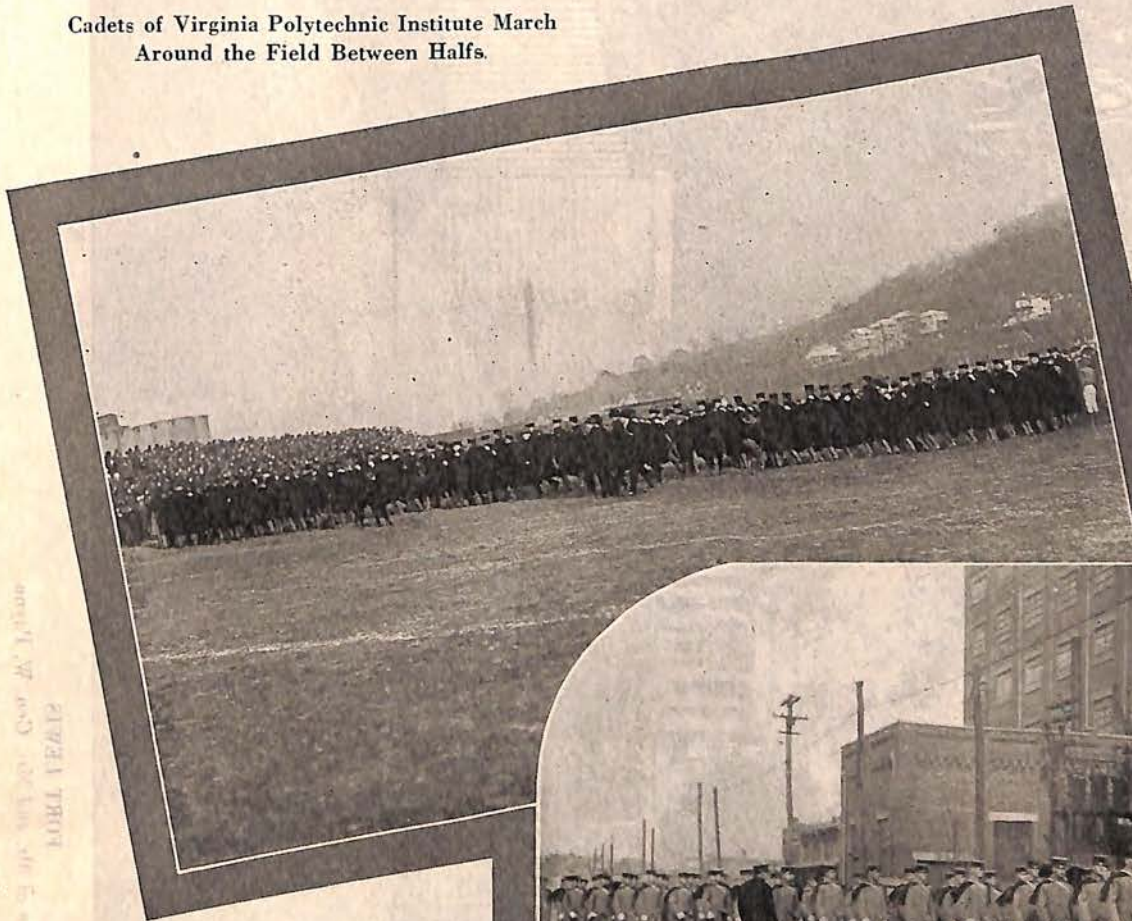
The land on which the City of Roanoke stands was granted to Thomas Tosh in 1747—1600 acres. Also a grant by George II to John Smith in 1756. Smith sold his grant of four hundred acres to Malcolm Campbell for five shillings. This grant was called "Big Lick." In a portion of Lewis Preston Summer's Journal of March 15, 1749, we read: "We went to Great Lick, on a branch of the Staunton River, and bought corn of Michael Campbell. This Lick has been one of the best places for game in these parts, and would have been much better advantage to the inhabitants had the hunters not killed the buffalo for diversion, and the elk and deer for their skins."

Can busy, bustling Roanokers realize the land upon which the First National Bank Building now stands was an immense salt lick where the white salt covered its entire surface, thus inviting animals to its feast of salt; or that still many years later in the summer of 1860 Henry S. Trout, then only eighteen years of age, plowed corn on this same land and cut wheat in the field where the Hotel Roanoke now stands, and admitted that though he had climbed over the famous stone wall of Gettysburg, he was frequently driven from these agriculture fields by the bees to the protection of the cool forest where the City Courthouse now stands?



# One of Roanoke's Annual Events

Cadets of Virginia Polytechnic Institute March  
Around the Field Between Halfs.



Thanksgiving  
Football Game  
Between  
Virginia Military  
Institute  
and  
Virginia Polytechnic  
Institute



Above, Cadets of Virginia Military In-  
stitute Marching to Football Grounds.

At left, Scene During the Game.



Photo by Davis.

Photo by Davis



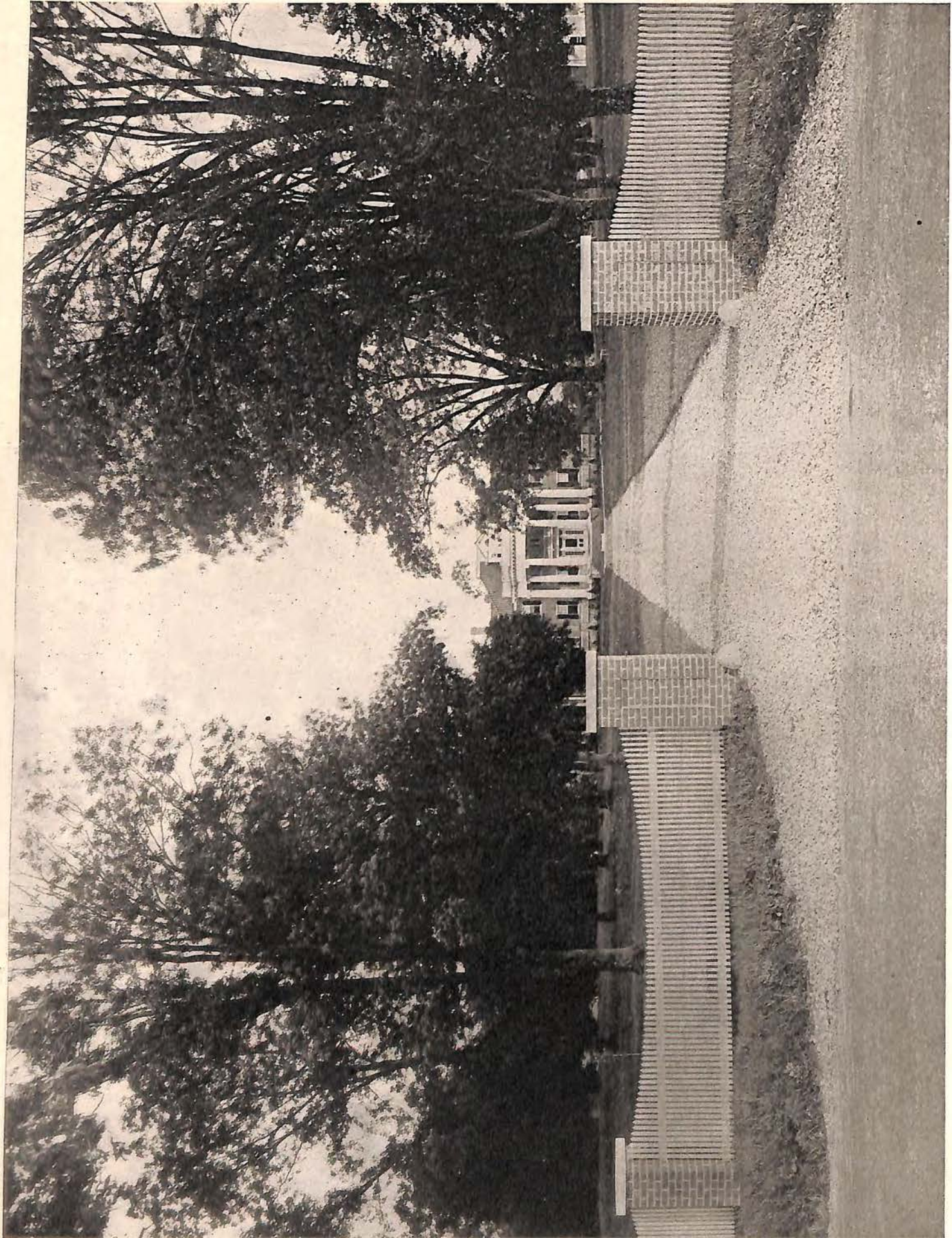
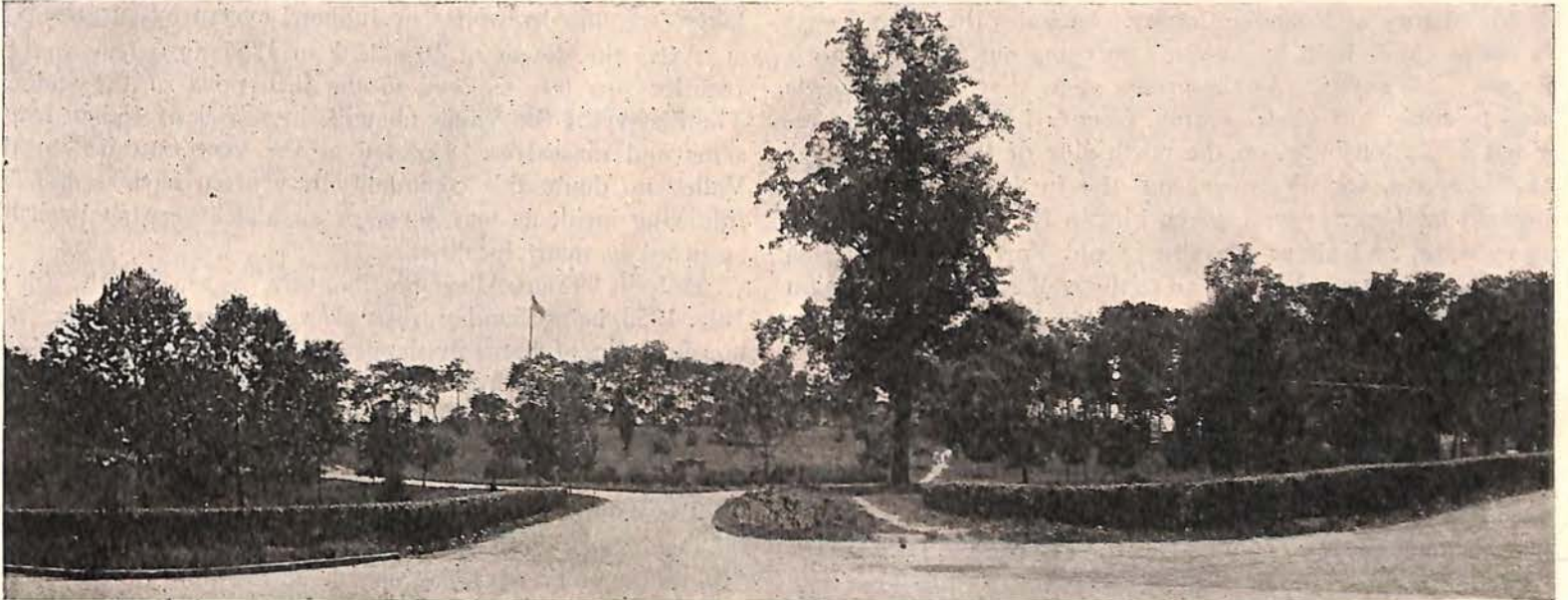


Photo by Davis.

**FORT LEWIS**  
Home of Mr. and Mrs. Geo. W. Payne.



# The History of Fort Lewis Near Roanoke



THE beautiful Colonial home known as Fort Lewis is situated on the south side of the Lee Highway about three miles west of Salem, and was so called because it was here that Colonel Andrew Lewis (later General Lewis) took his stand in the protection of the frontier from the Indians, as directed by General Washington, who had received his instructions from Governor Dinwiddie.

The fort built by Colonel Lewis stood at a distance of about one hundred and fifty feet due west from the center of the present building. Mr. Alexander White recollected seeing the rubbish of the fort which was built of logs on a foundation of flat field stone, and the remains were not entirely removed until after the Civil War.

Mr. Samuel White, father of Alexander White, bought a boundary of land of four thousand five hundred acres running east and west up the valley between the mountains on the north and Roanoke River on the south, and in 1822 built the present residence just east of the old fort.

When Mr. White was having the cellar dug, the skeletons of half a dozen men were found buried in one grave, under what is the center hall of the building. They were removed and buried elsewhere. He was of the opinion that as these bodies were all buried in one grave, they were killed at the same time in some battle at the fort.

The brick for the building were hauled in four-horse wagons from Lynchburg.

Tradition says the original deed to this boundary of land was signed by George III, and was recorded in the Court House at Fincastle, which record was destroyed by fire some years later, along with many other valuable records. It is

known that the original copy of the deed remained in possession of Mr. Alexander White until after 1885, when it was loaned to a neighbor to settle some boundary lines, and was lost.

## Fort Lewis Chapter

"Fort Lewis Chapter" is the name chosen by the new chapter of the Daughters of the American Revolution organized at Salem, November 18, 1924. This name is most appropriate since about three miles west of Salem is the site of Fort Lewis, a pre-revolutionary frontier fort, built for protection against the Indians. No definite history as to the building of the fort or the exact date of its construction is available. Several suppositions may be made from references in the early colonial records.

Other historians think the fort was built by General Andrew Lewis who afterwards lived near the present site of Salem. The following letter from Governor Dinwiddie to Colonel Washington is found in the Dinwiddie Papers: "Sept. 11, 1754. I now order you to give a detachment of forty or fifty Men to Capt. Andrew Lewis. With them he is to march immediately to Augusta Co. in order to protect our Frontiers from the Incursions of small Parties of Indians, and I suppose some French. Order him to march immediately and to apply to Colo. Patton the County Lieut. who will direct him where to proceed that he may be most useful . . . I think you may order William Wright to join Captain Lewis when he goes to Augusta." The same day the Governor addressed a letter with similar instructions to Captain Lewis himself, telling him to apply to Colonel Patton (near Buchanan) for



instructions as to where he could be most useful in protecting the frontier of the county.

Waddell's *Annals of Augusta*, in referring to this, say: "On the sixth of October, 1854, Captain Lewis was on his march to protect the frontier. He went somewhere west or south of Staunton, but to what point we cannot ascertain, and built a stockade fort there to check Indian raids—perhaps it was in Greenbriar county, or it may have been Fort Lewis near the site of the present town of Salem, in Roanoke County."

In commenting on these circumstances, George S. Jack in his history of Roanoke County, concludes that Fort Lewis is the stockade built by Lewis in carrying out the Governor's orders. He says: "As the orders show that Captain Lewis was to apply to Colonel Patton, County Lieutenant, who resided at Pattonsburg, on the north side of the James River at Buchanan, for directions, and the further facts that important land grants were given him in Roanoke Valley contiguous to, and about the site of old Fort Lewis, and his final settlement nearby, all lead to the well established opinion that it was here that he built the stockade mentioned. Even the name "Fort Lewis" is suggestive of the fact that it was at this point he took his stand in the protection of the frontier."

As to the general conditions in this section we know that when the pioneers settled in the Valley and Southwest Virginia, the greater part of this section had ceased to be the settled home of any particular Indian tribe. It was the common hunting ground of the Shawnees, Cherokees and other Southern Indians. Here they met in friendly chase and here too they met in deadly encounter with the northern tribes who lived near the Great Lakes. It is spoken of as the "Debatable Land," being so fair and valuable that the Indians were unwilling that any one tribe should possess it. Since the great Appalachian chain could nowhere else be so easily crossed this was the great thoroughfare between the Northern and Southern Indians and their trail, called the "Great Path," passed along near the route of the present macadamized road through the Southwest counties.

Since this section was the path "of migration, of chase and of savage invasion," it was very necessary that the whites who came to settle here should have some protection and it was for such service that Fort Lewis was erected.

Even though the exact date and origin of the fort cannot be definitely stated the fort was built just a few yards southwest of the present home of Mr. George W. Payne, known as Fort Lewis. A letter from Hickory, N. C., January 20, 1925, written by Miss Fannie Penn White, former owner of the Fort Lewis estate, says, "There need be no doubt as to the location of the fort since a part of it was there when my grandfather purchased the place and my father had it removed. The fort was just west of a fence dividing the yard from the lot between there and the stable and in front of the present house running toward the road."

Although no description has come down to us of this particular fort it was most probably similar in plan to the other frontier forts of the time. Mr. Roosevelt, who carefully investigated all that was written by the earliest writers about old frontier forts, gives a description of them in his "Winning the West." He says, "They were a square palisade of

upright logs, loopholed, with strong blockhouses as bastions at the corners. One side at least was generally formed by the backs of the cabins themselves all standing in a row, and there was a great door or gate, that could be strongly barred in case of need. Often no iron whatever was employed in any of the buildings. The square inside contained the provision sheds and frequently a strong central blockhouse as well. These forts of course could not stand against cannon and they were always in danger when attacked with fire; but save for this risk of burning they were very effective defense against men without artillery and were rarely taken, whether by whites or Indians, except by surprise."

After the defeat of Braddock in 1755 the whole western frontier was left exposed to the incursions of the Indians. The history of the Valley abounds in stories of Indian incursions and massacres. Located at the very entrance to the Valley no doubt this community was often harrassed. The following incidents may serve as examples of what probably occurred in many localities.

Hale in "Trans-Allegheny Pioneers," says, "On the 8th of July, 1755, being Sunday when all was at peace and there was no suspicion of harm or danger, a party of Shawnees from beyond the Ohio fell upon Draper's Meadows settlement (near the present site of Blacksburg) and killed, wounded or captured every soul there present." Then follows the fascinating story of the escape of Mrs. Ingles and of Mrs. Draper.

The following account of the Sandy Expedition is given in Pendleton's "History of Tazewell and the Southwest." "In the summer of 1755 just about the time of the attack upon Draper's Meadow, a scalping party of Shawnees made an incursion into the Middle Holston Valley. There were a number of persons killed, wounded, and captured on New River and Reed Creek, by these same Indians who persisted in sending scalping parties to those sections in the summer and fall of 1755 and in February and March, 1756. It was to avenge the outrages inflicted upon the settlers that the 'Sandy Expedition' was projected. The purpose of this expedition was to march to the Ohio River and punish the Shawnees. Col. Andrew Lewis was commander of the expedition and his forces consisted of about 400 men, including 100 Cherokee and Chickasaw Indians who had been induced to become allies of the Virginians in the French and Indian wars. This small army was composed of Augusta County militia and of companies of volunteers. This expedition was assembled at Ft. Prince George, afterwards called Fort Lewis, four miles west of where Salem now is located. . . . The expedition had been organized to go to the Ohio to look for the Shawnees and destroy them, but Major Lewis and his little army were about to come in contact with bands of these Indians at a point only some 60 miles distant from Fort Prince George or Fort Lewis." Then follows the account of the remainder of this disastrous expedition.

Although the records we have of such incursions and of the defense by the brave frontiersmen are very meager, our imagination can picture many instances in which the settlers found shelter in Fort Lewis or in which the militia would set out from the fort to go to the rescue of some harrassed settlement. The citizens of Roanoke Valley will ever gratefully remember Fort Lewis as the place of shelter and protection for their forefathers.



# The Schools of Roanoke

EDUCATION, in a democracy, is fundamental, and without it, there can be no self-government. Roanoke knows this, and with a view ever to the betterment of its future citizens has organized and perfected a school system which stands superior to most, and second to none.

The statistics are as follows:

<i>Number Schools.</i>	<i>White.</i>	<i>Colored.</i>	
High .....	1	1	(High and Elementary)
Junior High .....	2		
Elementary .....	10	2	
Evening .....	1		

<i>Number Students.</i>	<i>White.</i>	<i>Colored.</i>
High .....	1,325	217
Junior High .....	1,626	
Elementary .....	8,060	2,272
Evenings .....	300	
Teachers .....	355	65

There are more than 400 teachers and special supervisors, and approximately 14,000 students, as shown by this list. This indicates that out of a total population of 80,000, nearly one-sixth of all are attending the schools of Roanoke, and in

making this estimate, it should also be remembered that included in this population are the colored people of Roanoke, devoted to the education of their children, and of whom both city and state are proud.

The aim of the schools is to afford the children the best of instruction in elementary, junior, and senior high courses, with the additional advantages of extra curricular activities; pre-vocational guidance and evening school opportunities.

*Curricula.*—In the elementary schools a foundation course of six years is required with supervision of writing, art, music and methods. All work above the sixth year is departmental. In the Junior High Schools a flexible program, supplemented by try-out courses and extra-curricular activities of a pre-vocational nature, is offered to recognize and meet the individual needs of adolescent students. In the Senior High School a liberal course offering electives suitable for vocational, commercial and classical graduates is offered.

And to house all this great industry, and concentrate its activities, there have been erected a three-quarter million dollar High School; two Junior High Schools, and ten elementary schools for the white. One High School and two elementary schools for colored have been constructed.

The school system is organized on the 6-3-3 plan, incorporating the junior high school idea. This organization is

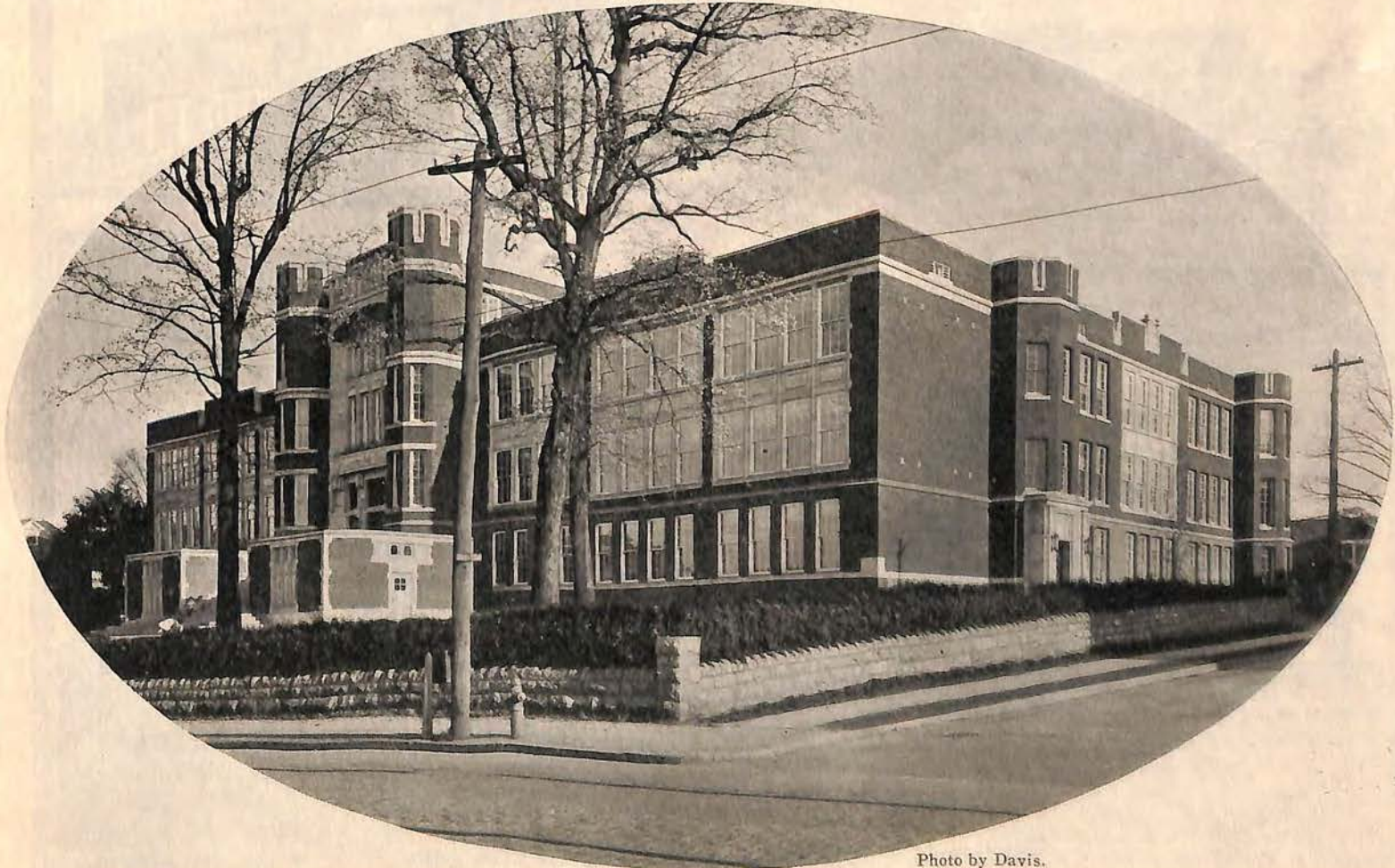


Photo by Davis.

Jefferson High School



based on six years of required elementary training; three junior high years of tryout and pre-vocational courses, and three years of senior high required and elective courses.

Curricular activities includes special musical organizations and orchestra practice; dramatic clubs; newspaper staffs with daily and weekly news columns in the local papers; current events and civic study clubs; health and physical education; Bible instruction, and training in morals, manners, and appreciation of arts.

There are Parent-Teachers Associations, and these are alive, active organizations of each school in the city, held together by a Central Council composed of representatives from each association. In addition to individual school activities, the association maintains a policy of giving a school pageant or exhibit annually for the benefit of the schools as a whole.

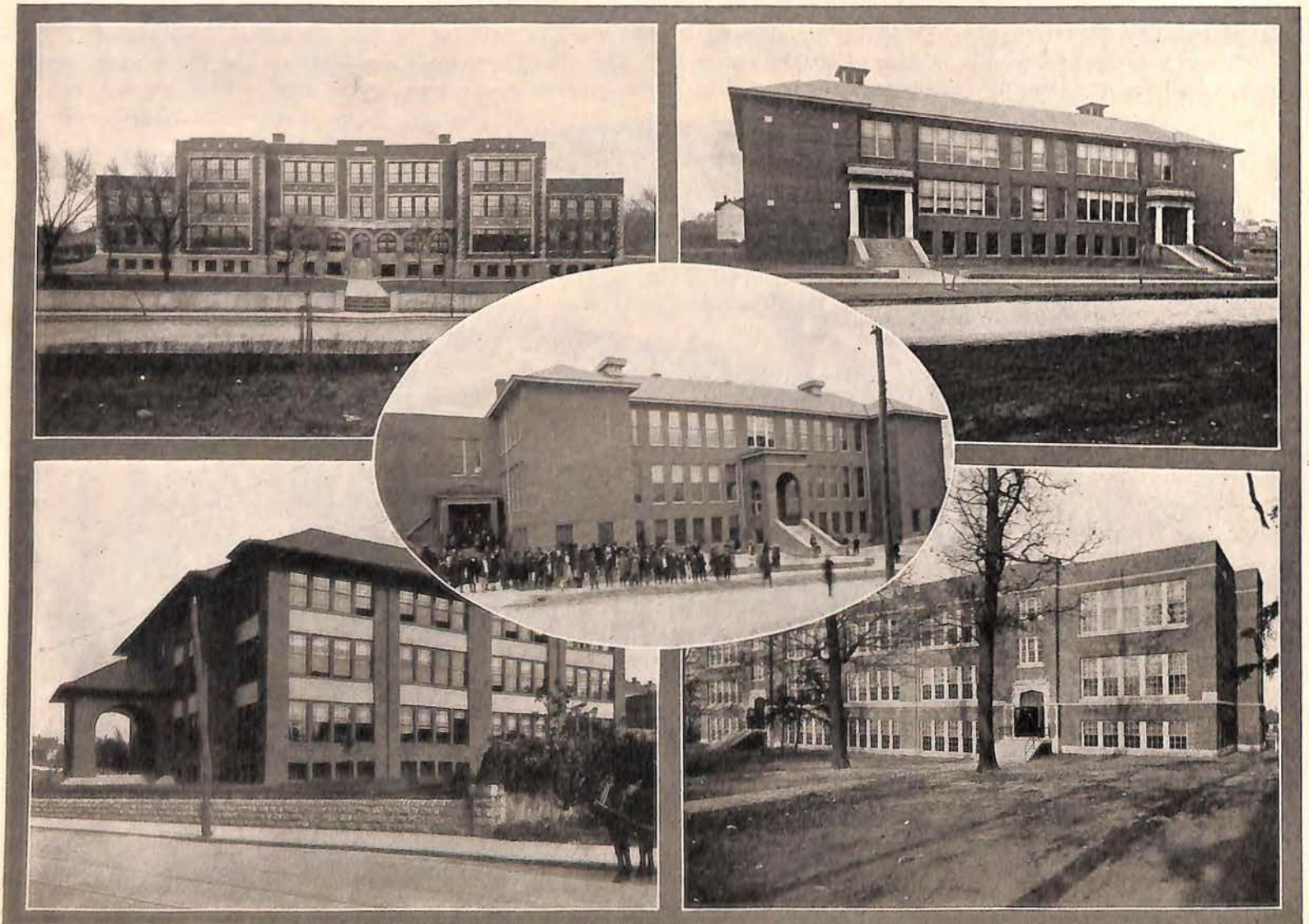
As for the Evening School, its aim is to afford to those members of the community who have been denied the privilege, an opportunity to acquire the fundamentals of a good grammar school education, and also to teach them the qualifications necessary for a better citizenship and an enjoyable life in Roanoke.

The total expense of the school system in Roanoke, other than capital outlay, for the fiscal year, 1925-1926, was \$606,837.

**GEORGE WASHINGTON'S SCALP**

(That might have been)

There is a tradition in connection with Washington's visit to the forts in this vicinity told by Kercheval in his "History of the Valley." He says: "Several old Indian chiefs had offered considerable premiums to any warrior or set of warriors who would bring out Washington's scalp. Several Indians heard that Washington was on his way to inspect the fort very near Roanoke River. There were two roads leading to the fort: the one across the mountain was the shortest way; the one on level land the better. The several Indians placed themselves in ambush and lay concealed two days and nights but Washington did not pass. They grew impatient, and their Chief, on the third day, stated that he would go to the other road and ascertain whether Washington had taken that route to the fort, the two roads being only one mile apart. He gave his men positive orders not to fire at any persons that might pass in his absence. While he was gone, Colonel Washington, Colonel Lewis, and Colonel Preston, all three passed close by the enemy without being molested.

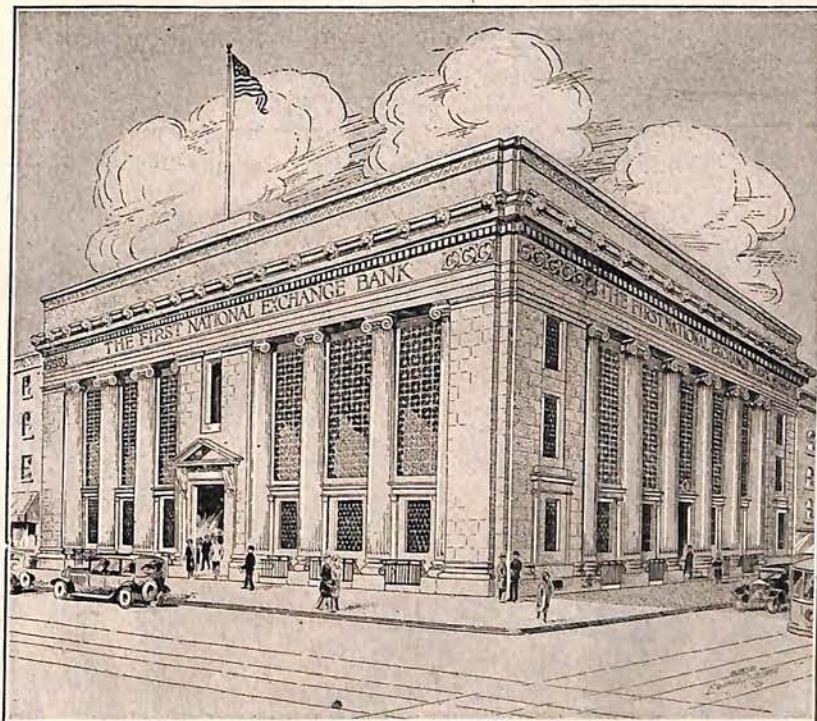


The Schools of Roanoke

Photo by Davis.



# Strong Banks in Roanoke Aid Growth of the City



The First National Exchange Bank of Roanoke

A CERTAIN index of the stability and the growth of a city is the extent of its banking resources and the varied services that its financial institutions are prepared to render. Banks, like other business organizations, must keep efficiently organized to render maximum service to their clients. They must have the understanding, acquired by seasoned experience through the business activities of years of growth, they must have the modern equipment of buildings and devices to adequately serve their clients and above all they must be prudently managed and conducted along conservative banking lines, for in no other lines of business does the time-honored slogan, "Honesty is the best policy," apply so well as it does to the management of financial institutions.

Roanoke is indeed fortunate that it has ten financial institutions covering almost the entire range of financial organizations. They are fully equipped to render service and extend accomodation not only to the legitimate business needs of the city, but to that vast and growing territory that looks to Roanoke for financial assistance in developing the resources that have hardly been touched when the magnitude of its possibilities are seriously considered.

These institutions of Roanoke when reporting to the Comptroller of the Currency and to the State Banking Department on June 30th, showed total resources of \$37,357,211.05. This enormous sum may be fairly indicative of the importance of Roanoke as the financial center of the territory sometimes

called "The Mountain Empire." The deposits of these banks total \$26,339,198.77, while their capital was \$4,908,290.55, and their surplus, profits and reserves were \$2,354,394.97, making their combined capital, surplus, profits and reserves the large amount of \$7,262,685.52. This vast accumulation of wealth makes Roanoke the strongest financial center in the state, excepting Richmond and Norfolk.

Business that does not properly come under the scope of commercial banking is adequately taken care of by the finance companies and other organizations of a similar nature. A large business has resulted from the handling of automobiles and other forms of monthly notes secured by real estate and otherwise.

Closely linked with the banking business of a community is the insurance business, both life, fire and other forms of business insurance. This field in Roanoke is adequately supplied by local companies of recognized standing and financial strength as well as with agencies of the leading domestic and foreign companies.

Inseparably linked with the splendid growing resources of Roanoke financial institutions is the experience of the local bankers and financiers, who through constant study of the financial requirements of Roanoke and environs have been the great contributing factor in the marvelous growth of our city and the great Southwest, sometimes known as "The Great Mountain Empire."



"Progressive Conservatism," perhaps best expresses the policy of the Roanoke financial institutions. For through their commercial, savings, safe deposit, trust, foreign and collection departments, the needs of corporations, companies and individuals are taken care of in an entirely adequate manner. Many of the banks in the territory adjacent to Roanoke find it convenient to carry their reserves with local banks. The experience of these banks has been that in Roanoke they secure high class and satisfactory banking service for their every requirement. The policy of the Roanoke banks has been to lend financial assistance to their bank correspondents from time to time and to cooperate with them in every way, believing that in union there is strength and that whatever is good for the banks of the surrounding territory surely reflects the growth of Roanoke also.

It is everywhere a recognized principle that banks are the life blood of a community and that strong, progressive banks

are its greatest asset. This is an ideal condition that applies to Roanoke and the entire territory tributary thereto. For perhaps in no other sections may be found as strong and as progressive financial institutions. Many of them have weathered the business depressions of many years and are now recognized financial strongholds. They have fostered the legitimate business enterprises of their communities, have kept fully abreast of the times and as a result form the keystone in the arch of progress of Virginia. They have collected the small sums from individuals and others in the community and through skillful handling have converted these funds into large working balances, that flow into the business of our communities, building homes, adequately equipped farms, and contributing so well to the happiness of our country. It is well to remember then that our banks are serving a useful and necessary purpose in the scheme of modern civilization and should receive the hearty support of every loyal citizen.



Photo by Davis.

THE BANKS OF ROANOKE

Upper Row—State and City Bank; Mountain Trust Bank; Title Guaranty Trust and Savings Bank.  
 Lower Row—American National Bank; Colonial National Bank; Liberty Trust Company.





Group of Dancers in Colonial Costume

# Colonial Dames Present Tablet to Roanoke

**M**ILESTONES in the history of Roanoke were outlined recently when a tablet, commemorating the colonial history of the city, was presented by the Colonial Dames of America in the State of Virginia.

The exercises were especially colorful because of the colonial costumes worn by many in attendance. There were addresses by distinguished persons, a minuet danced by two-score girls in colonial costume, with music by the Norfolk and Western Railway band, and singing of colonial songs by the assemblage. The stage from which the exercises were held was fittingly decorated for the occasion.

It was a memorable occasion, colorful, instructive and enlightening, and marked the beginning of a new era, locally, in the matter of preserving the traditions and history of "The Great Path, an Indian trail, which passed through these lands, where men and animals came for salt from the saline marsh, later called the Big Lick."

## Tablet Unveiled

Following the playing of "America" by the band, the invocation by the Rev. W. C. Campbell, and the salute to the flag, in which the concourse pledged allegiance to the flag of the United States of America and to the Republic for which it stands—one nation indivisible with liberty and justice for all, Mrs. Lucian H. Cocke, chairman of the Roanoke Chapter of the Colonial Dames, made the presentation speech. Just as she was concluding her address two little girls, the Misses Lelia Cocke and Elizabeth Broun, unveiled the beautiful tablet. These little girls were attired in Colonial costumes.

## Address of Mrs. Cocke

Mrs. Cocke began by saying that "we are here today to unveil a tablet which I am about to present to the City of Roanoke on behalf of the Roanoke Committee of the Colonial Dames of Virginia.

"This tablet makes record of the charter dates which rep-

### INSCRIPTION ON TABLET

The Tablet Records The Charter Dates of  
The Village of Gainesborough  
1835

The Town of Big Lick  
1874

Which Lay Within The Present Boundaries of  
The City of Roanoke  
1884

And Commemorates

The Great Path, An Indian Trail,  
Which Passed Through These Lands, Where  
Men and Animals Came For Salt From  
The Saline Marsh, Later Called The Big Lick;  
The Erection of Fort Mason, Crystal Spring,  
One of the Fourteen Forts Maintained By The  
State of Virginia To Guard The Frontier  
From Hostile Indians.  
1756

The Massacre Of Pioneer Settlers In The  
Roanoke Valley By The Delaware And  
Mingo Indians.  
1764

Placed By The Roanoke Committee Of The  
Colonial Dames of America In The State  
Of Virginia.  
1925



resent successfully the incorporations of communities which are now embraced within our city limits, Gainesborough (1835), Big Lick (1874), City of Roanoke (1884). These are distinctive milestones in our local history and should be known by all as a part of the history of the city which we love as our home, and in which we take becoming pride.

"The tablet, however, further recalls that through these lands the Great Trail wound itself away to connect the valleys of the Roanoke and James with the Valley of the New River, and was the passageway used by the Indians in their annual journeys from the East to the West. It marks the heroic sacrifices of our forefathers who suffered massacre by the Indians in 1764; commemorates the location nearby of one of

the forts intended to protect our colony from the inroads of hostile Indians. These things are intended to bring home to our own people and their children's children that the heritage which they now enjoy was purchased by the sacrifice unto death by heroic pioneers of whom they have the privilege and right to look back upon with patriotic emotions of pride and gratitude.

"We must not forget that during all the years of the French and Indian Wars the crucial question was whether the civilization of this country, at least that portion of it lying west of the Alleghany mountains, was to be dominated and controlled by French or Anglo-Saxon influences. This borderland of ours at that date was the first line of defense to protect the settlers of the tidewater section of the State from hostile aggression. It is known to all men that the stakes planted by our pioneer forefathers were never moved backwards.

"This tablet also commemorates some of the outstanding incidents that happened in our immediate vicinity. They are personal in a sense to our own community and the Colonial Dames are making this permanent record of them lest we forget. As they are read from time to time as the years go by we have the belief that our pride in those who have gone before will be stimulated and a better and nobler citizenship encouraged. Ours is indeed a goodly heritage, acquired and defended by the blood and sacrifice of men and women who had the courage and the endurance to face the mountains which at times seemed an almost impossible barrier to the progress of Anglo-Saxon civilization which has settled itself upon the borders of the Atlantic Ocean. It is intended to preserve in the memories of our people the history and tradition of these early settlers that this tablet is erected and to bring home to our own people their sturdy character and courage.

"Every nation that has become great has its own back-



Just Before Unveiling Tablet

ground that marked its beginning. Each one can recite the dangers faced and difficulties surmounted by those who had the enterprise and the courage to make the beginning and lay the foundation of a national life. Those nations which have preserved the traditions of the founders and have followed the paths of simplicity and sincerity practiced by those whose task was a hard one, have preserved their institutions, and have played leading parts in the progress of the world.

"No nation which lacked such background of heroic endeavors has prospered but has contented itself with mediocrity, and those that have forgotten its traditions have ceased to progress.

"It is to preserve such traditions that our society owes its existence.

"And now, Mr. Mayor, it is my pleasing duty, and one that I esteem as an honor to present to the City of Roanoke and to its people this tablet on behalf of the Roanoke Committee of the Colonial Dames of Virginia, and to express the hope on behalf of the committee that it shall be a talisman to touch and quicken the spirit of our citizens that our city shall grow in all that is highest and best and greatest in municipal achievement."

#### HAWKESDALE

(Owned by Col. George Carr)

In the Belmont section of Roanoke on top of a high hill formerly stood the Mansion House of Hawkesdale. Colonel George Carr, its owner, was not only noted for his superb physical beauty, his intellectual attainments, and an almost unparalleled war record, but also for many idiosyncrasies. It is said that instead of riding his spirited horse over the plantation to give his various orders, he would stand upon the veranda of Hawkesdale and make his stentorian voice reach to the farthest ends of his domain. It was again said, during his successful wars against the Indians, that when giving his commands to his troops the Indians hearing the unusual sounds would take flight. His humanity to animals was expressed by his habit when dismounting of attaching his bridle rein to his dog's collar so that the horse could graze during his absence. When teaching his children the classics he required them to lie flat beside him on the floor until the reading was over. He always wore two pairs of trousers when galloping over the winter snows. One morning he tore across the country to the call of a sick relation, where upon entering the mansion alone and unannounced, he began removing his top trousers in the front hall. Unexpectedly, his sister-in-law entered from a rear door. Seeing the spectacle she shrieked:

"George!"

"Be calm, my dear, don't disturb the sick," he replied; "I have on two pairs."



# The Churches of Roanoke

By REV. W. C. CAMPBELL,

*Pastor Emeritus, First Presbyterian Church of Roanoke*

CHURCHES are always a factor of the first importance in the make-up of any community. The man who seeks a residence in a new city with his family, is attracted, not simply by its advantages as a place to secure a fortune, but he must have a place in which to rear his family. The interests of his children are paramount to every other consideration. No true father in this age cares like Lot of old to pitch his tent toward Sodom.

There is no institution that ministers so largely toward the formation of noble character, correct living and upright business dealing as the Church of God.

The Church is a unique institution. It is like a family. Every family is a little commonwealth composed of the father and mother and children. Within this little commonwealth the future citizen is born and reared. Here he is taught obedience to authority, reverence, filial love, and, in fact, all those virtues that enter into the formation of the future citizen.

The Church of God is like the family. It is a commonwealth of restricted bounds and hedged about by conditions that protect, and within which are taught those principles that conduce to upright character, obedience to constituted authority, respect for the rights of others, patriotism and all those qualities that adorn character.

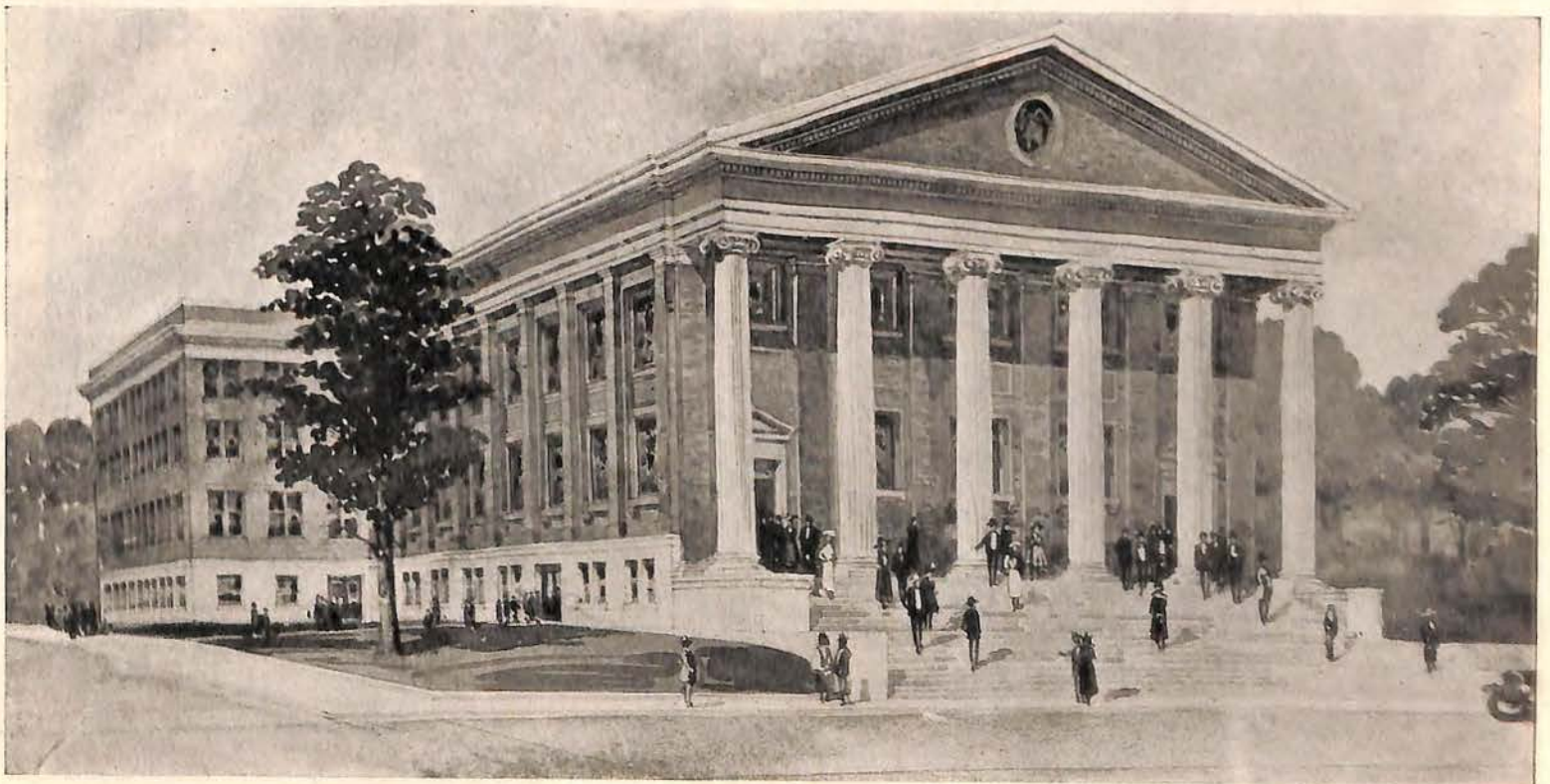
The Church cultivates all those virtues that make safe the rights of person and property. In the Church and home, society and government find their stable and most desirable elements. For this reason the Churches in our land furnish

to the government the constituency and support that make righteous and just government possible.

It has often seemed to the writer that those who advertise a city give too little space, and sometimes no space, to its churches. They advertise banks and stores and furnaces and railroads and hotels, but the most important institution to the father, who desires to become a citizen, is ignored. He wants a Church in which to rear his children, and where he may worship, and a school in which his children may be taught.

Roanoke has always been a city of churches. Even when only a small village it had its places of worship. Then, as it grew, other denominations came, and churches multiplied until today Roanoke has nearly seventy places of worship, representing the three great theistic religions, Jewish, Protestant and Roman and Greek Catholic. All the great Protestant denominations are represented, Baptist, Christian, Methodist, Episcopal, Lutheran, Presbyterian, Reformed, and with a number of the smaller denominations. These are all represented in Church buildings, many of which would do credit to our largest cities, equipped with every up-to-date method for reaching and training the life of their people.

The ministers of these churches are united in a Ministers' Conference composed of the pastors of the Protestant Churches of Roanoke, Vinton and Salem. This body meets regularly each month. The unity and fellowship and friendly intercourse characterizing this body of men is often a matter of comment by strangers who join it or attend its meetings.



Calvary Baptist Church

Photo by Davis.



All matters of spiritual or moral interest are considered by it, and its influence is given to every movement for better government and better civic life.

In addition are the Y. M. C. A., represented in its handsome and commodious building, and the Y. W. C. A., now about to erect a handsome building for its uses.

Every visitor to our city, and any one contemplating a residence in it, may be assured of a hearty welcome in any of its churches and by every one of its ministers and members. That one is a stranger, begets for him a hearty welcome.

Roanoke has always been noted for its church attendance. Any Sabbath Day bears witness to this fact, when one may see the crowds that fill the sidewalks and the number of cars parked near these edifices.

We believe that our churches and our schools will furnish to any one who desires to make his home in our city, all the

needed facilities for intellectual, moral and spiritual training, not surpassed anywhere. Come and live with us!

PRICES OF YESTERDAY AND TODAY

When the old Trail became the Stage Coach Route, many taverns were built along the way from east to west. One bore the sign "Black Horse" and was built near the Botetourt line; another in West Salem, "Mermaid." Wonderful stories are told of these quaint taverns. The Court of Botetourt County about 1770 fixed the tavern prices as follows: "For Virginia Cider per galon, one shilling and three pence. For Bristol Strong Beer per bottle, one shilling and three pence. For a warm dish with small beer, nine pence. For a cold dish with small beer, six pence. For lodging and clean sheets, one in a bed, six pence; two in a bed, three pence, three farthings; for more than two, nothing. For corn per gallon, six pence.

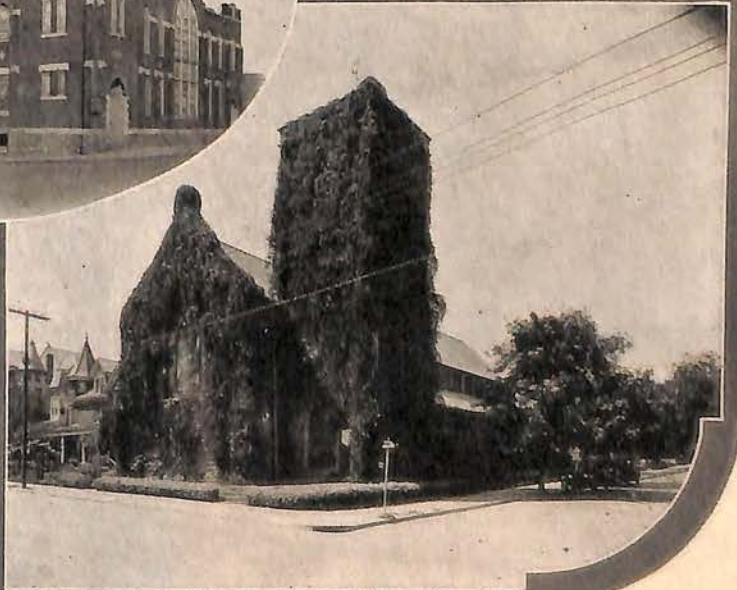
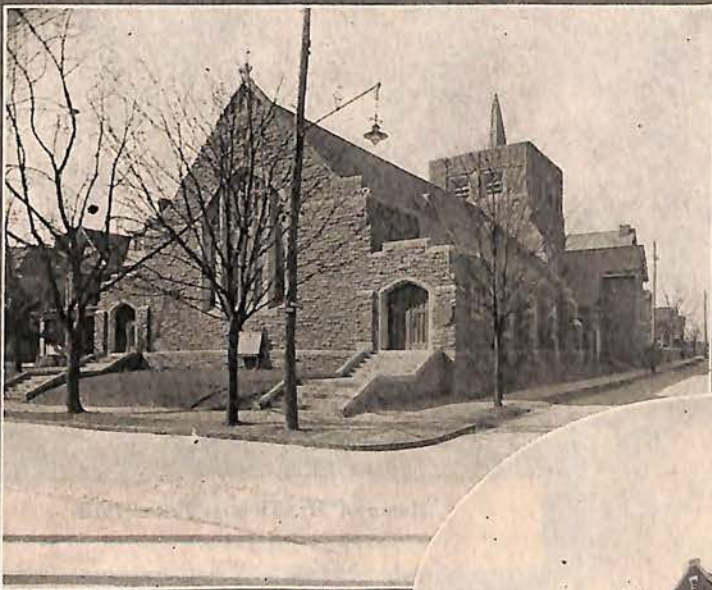


CHURCHES OF ROANOKE

Photo by Davis.

Above, Left to Right—Greene Memorial M. E. Church, South; First Presbyterian Church. Inset—St. Andrews Roman Catholic Church. Below—Central Church of the Brethren; First Christian Church; Belmont Baptist Church.





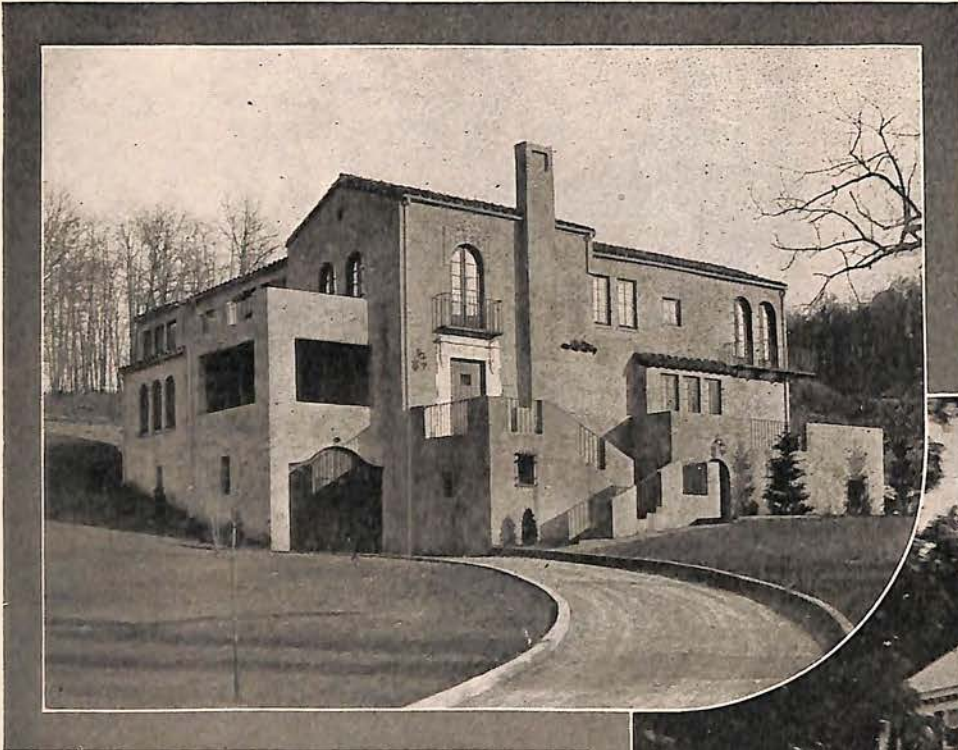
CHURCHES OF ROANOKE

Upper Row—Melrose Baptist Church; First Baptist Church. Second Row—Christ Episcopal Church; Melrose M. E. Church, South. Inset—Belmont M. E. Church, South. Below—Raleigh Court Presbyterian Church; St. John's Episcopal Church.



# Some of Building and

*Smithey & Tardy, Architects*



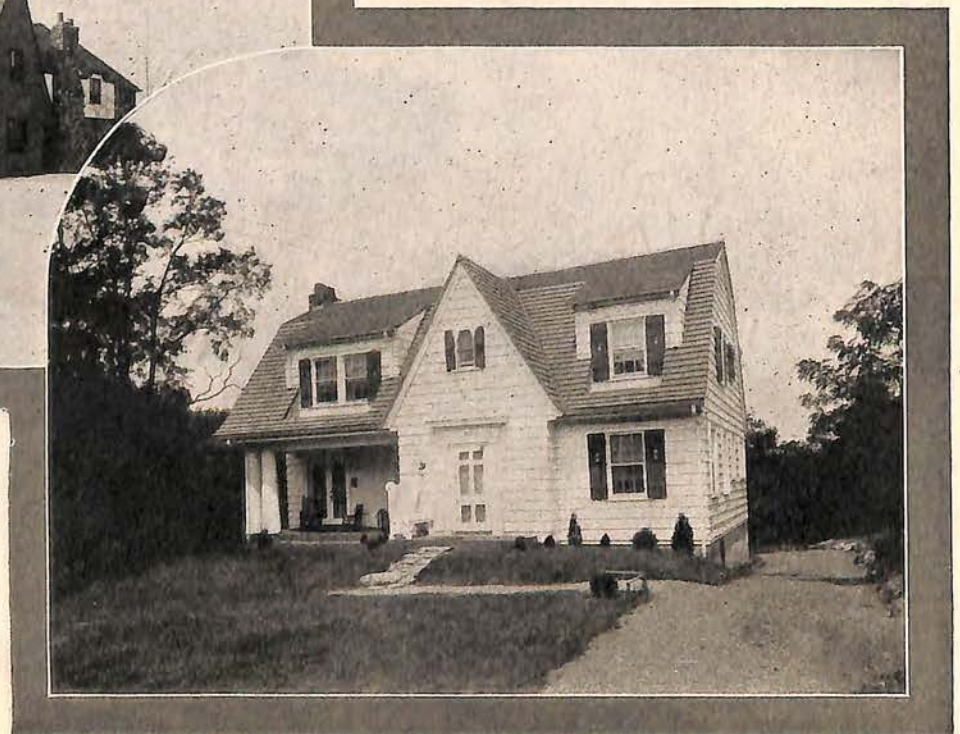
Home of Mrs. N. L. Brophy



Home of Mr. Thomas Rutherford



Home of Dr. William Branch Porter



Home of Mr. C. Shelburne Spindle

Photos by Davis.



# Examples Roanoke Architecture

*Smithey & Tardy, Architects*



Home of Mr. J. E. Crawford



Home of Mr. L. P. Smithey



Photo by Davis.

Club House and Mosque,  
Kazim Temple, A. A. O. N. M. S.



Home of Mr. G. A. Martin



# Roanoke, the Magic City

*Embracing a Short History of This Center of Population, Showing Its Remarkable Growth from a Village of 400 Fifty Years Ago, to a Great Urban Center with a Population of 80,000 in 1926*

THE first two men to see the ultimate location of the city of Roanoke, Virginia, and to traverse the Roanoke valley were Thomas Martin and John Sallings, who in 1726 proceeded up the Shenandoah Valley, across the James River, and reached Roanoke River, where they were attacked by Indians. Sallings was captured by this band of Cherokees, but Martin, we are told, made his escape and returned to Eastern Virginia. Sallings remained several years in captivity, but at length securing his freedom, returned to Williamsburg, where he met John Lewis, his son, and an Irish emigrant by the name of Makey. To these men he gave glowing descriptions of the section of the country he had visited and in which he had spent his captivity.

The opening made into this part of the country was a part of "The Great Path" or Indian Trail, which wound through the section into the valleys of Eastern Tennessee and Southwestern Virginia. The course of this trail led across the old portion of the town of Salem, crossing Mason's Creek just north of Pitzer's Cliff, thence across the hills to Peter's Creek to a point near the old town of Gainsborough, where it divided into two branches. In later years after the white settlement had been established there was a slight divergence from both the Valley and Eastern trail, in order that pioneers traveling westward might reach "Belmont," the home of Colonel William Fleming, on the east bank of Tinker Creek.

## Origin of Big Lick

Near this point of divergence of the trail there was a large spring, and the place naturally became a camping ground not only for the Indians during their expeditions on the war path, but later for pioneers and settlers. Close to the spring was a large saline marsh where deer and other animals came to procure salt. This was said to be the largest deer lick of its kind in the country and soon became known to the earlier settlers as "The Big Lick."

The first attempt to establish a town in the vicinity was the building of the village of Gainsborough, the name taken after Kemp Gaines, who owned the larger part of the land thereabouts, and upon which the village was built. In 1825 it was a mere hamlet, consisting of two frame buildings on the southwest corner of the Lynchburg turnpike and the Franklin road. There was a group of two churches, several stores and a blacksmith shop, together with a score or more of dwellings known as "Old Lick" to distinguish it from the new village which had sprung up a short distance west of it around the depot of the Atlantic, Mississippi and Ohio Railroad, and which assumed the name of "Big Lick."

"Big Lick" developed and grew about a stone house erected by William Stover in the year 1797, that date having been marked on the wall at the time in accordance with an old custom. This house and the surrounding farm after-

wards became the property of John Trout, where today is the Ponce de Leon Hotel, a portion of the wall of the old house being used as the back wall of the hotel.

During the year 184 an attempt was made to establish a city at Big Lick, and although lots were laid off and sold, the boom failed due to a disagreement between the promoters of the scheme. When the county of Roanoke was formed out of Botetourt in 1834 there was much sentiment for Big Lick as the county seat, but the addition of a portion of Montgomery to the county made Salem a more central point, and it was finally selected. The town of Big Lick, incorporated February 28, 1874, had a natural growth up to the year 1881, when we find it with a population of six or seven hundred people. At this time came the first idea of the building of the Shenandoah Valley Railroad, and from that time the progress of Big Lick into the ranks of cityhood was rapid.

## The Fight for the Railroad

An early issue of the Roanoke Times tells graphically of the fight for the railroad which has made the city. The new railroad extended as far south as Waynesboro, and the Philadelphia capitalists who were financing the scheme were seeking a connection with the Norfolk and Western Railroad, which was then in the hands of a receiver. When the news reached Big Lick, the citizens of the town lost no time in taking action. Peyton L. Terry had just returned from Salem with news that the negotiations with representatives of the Shenandoah Valley Railroad and citizens of Salem had proven unsuccessful, and with T. T. Fishburne, Henry S. Trout, James M. Gambill, Colonel George P. Tayloe, E. G. McClanahan and the Rev. L. L. Lloyd a mass meeting of the citizens of Big Lick met that night at the old Neal House.

The posters printed by The Big Lick Weekly News secured a representative gathering for the meeting, and after some discussion it was agreed that a tender of \$10,000 would be necessary to secure the rights of way and defray other expenses incident to locating the terminal at Big Lick. The question how the sum could be promptly subscribed was taken up. In a few hours the entire amount had been subscribed.

Joseph L. Doran and other representatives of the Shenandoah Valley Railroad were at that time in Lexington, Virginia, considering a question of a point of connection for the road, with the Norfolk and Western, and no time was lost by the citizens of Big Lick in presenting their proposition. In order to accomplish this promptly, Charles W. Thomas was deputized a special courier to convey the papers pledging the subscriptions of \$10,000 as a cash bonus offered by the citizens of Big Lick to secure a terminal at the point desired. Mr. Thomas rode horseback throughout the night until he reached Arch Mills, where he delivered the papers



to Mr. John C. Moomaw, who in turn carried them to Lexington, and delivered them to the committee then in session. The members of the committee were strongly impressed and Colonel U. L. Boyce, one of the committee, remarked with emphasis, "Gentlemen, this brings the road to Big Lick."

The proposition was accepted and Big Lick was made the connecting point of the Shenandoah Valley and the Norfolk and Western. A visit was made to the town by Frederick L. Kimball and others associated with him in the project of building the road, and an enthusiastic meeting of the citizens was held. Colonel Boyce predicted that within three years the town would have a population of five thousand, and his statement was considered extremely visionary. In January, 1884, less time than he specified, the population of the town had increased to five thousand two hundred and seventy-six.

### The Name of Roanoke

Shortly after this meeting another one was called in the old Rorer Hall, which then stood at the northwest corner of Campbell avenue and Roanoke street, for the purpose of selecting a new name for the town. Among the names advanced was that of "Kimball," honoring Frederick L. Kimball, president of the Shenandoah Valley Railroad and later of the Norfolk and Western. Mr. T. T. Fishburne, however, suggested the name "Roanoke," and after some discussion it was decided to telegraph Mr. Kimball to ascertain his wishes in the matter. He immediately replied, "By all means adopt the name of Roanoke."

Accordingly a new charter making this change and also suggesting the city limits was granted by the legislature on February 3, 1882. The next charter was on January 31, 1884, when the legislature recognized Roanoke as a city.

The name "Roanoke" was taken from the county in which the city is located. The county name, we are told, was taken from an Indian work describing a system of "shell money" used by the natives. These pieces of shell had holes in the center, and were carried by stringing them on pieces of deer hide. Old records have shown where sales were made for so many "arm lengths of Roanoke."

At a mass meeting held January 18, 1884, an enumeration showed the population to be 5,276. A committee was appointed to prepare a charter for the new city. The draft submitted by this committee formed the basis of the charter granted by the legislature on January 31, 1884, which also extended the city limits, and appointed Lucien H. Cocke the first mayor of the Magic City.

The reason for the name Magic City as applied to Roanoke is easily seen by glancing over some of the population statistics, as follows:

1874.....	Population	400
1880.....	Population	669
1884.....	Population	5,276
1890.....	Population	16,159
1910.....	Population	34,874
1920.....	Population	50,842
1926.....	Population	80,000

## Electrification of Virginian Railway

**T**HOUSANDS of dollars will be added to Real Estate values in Roanoke, trains sped up 10 per cent, and smoke, noise and cinder nuisance somewhat diminished by the electrification of one hundred and thirty-six miles of the New River Division of the Virginian Railway. The operation will be put into effect on September 18, when many coal burning locomotives will be superceded by electric motors.

The history of the Virginian Railway has been unique in the transportation world. When this line was completed about sixteen years ago by the late H. H. Rogers and the vast coal tonnage began to move, it was soon demonstrated that the largest steam locomotives in the world at that time were being used, and from that time up to now this railway has held the record of handling the largest freight trains in the world.

While holding this wonderful record the railway world was again profoundly interested over a year ago to learn that the Virginian had decided to put in the longest electric division ever undertaken, and to move mass tonnage per train of 12,000 tons, or about 120 cars, over its mountain district with electric locomotives. This startling engineering fact has just become accomplished and on September 18 these monster trains will commence to operate. The division extends from Roanoke 136 miles to Mullins, W. Va., which is in the heart of the Virginian coal fields. Steel poles have been erected over this district and the trolley and feeder lines stretched.

A tremendous power house has been erected at Narrows, Virginia, producing 88,000 volts, which will drive these electric monsters over the hills. This work has been accomplished during a period of a little over a year, at a cost of over \$18,000,000. It is considered a complete revolution in the handling of mass tonnage.

The successful completion of this great enterprise is of peculiar interest to the people of Roanoke and Southwestern Virginia. The advent of this railroad into Roanoke a few years back gave to the city a new life and renewed prosperity which has never ceased since its inception. The city has more than doubled in population since the line was built, and the coming of new industries as a consequence had caused a phenomenal growth for Roanoke which bears out its name of Magic City. The Virginian opened up a direct line to Charleston, W. Va., and thence another route to the central states and lake territory, and developed a new coal field contingent to Roanoke. Also it afforded transportation facilities to the south side of Virginia which had long lain dormant for lack of such facilities. Now with its improved method of transportation, the time on freight movements are to be further reduced and the city of Roanoke is again receiving favorable service and advertising. Certainly Roanoke city is fortunate in having within its corporate limits the wonderful facilities furnished by its transportation lines.





Hotel Roanoke

Photos by Davis.



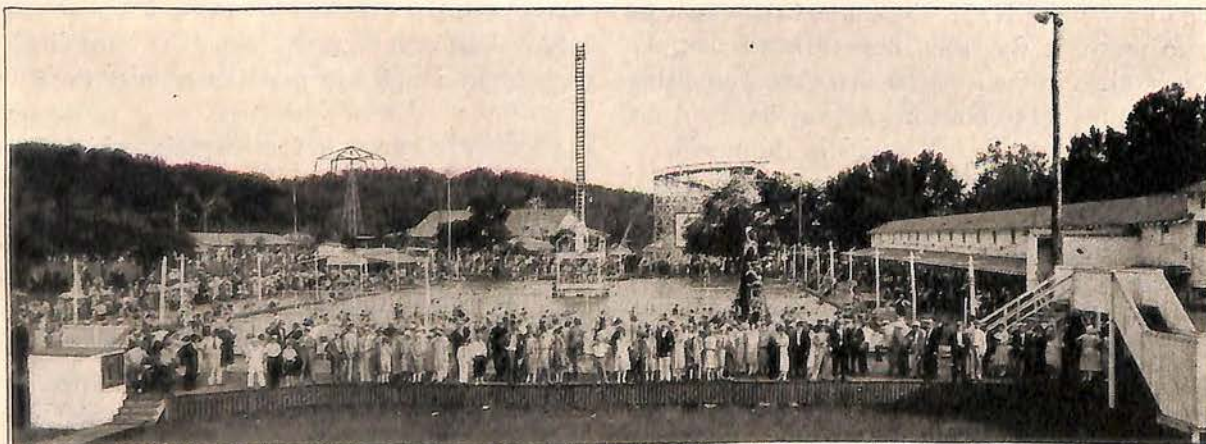
Hotel Patrick Henry

HOTELS

Patrick Henry  
and  
Roanoke

Where Roanoke's Hospitality is Afforded Everyone

Yes, Roanoke Has a Bathing Beach!

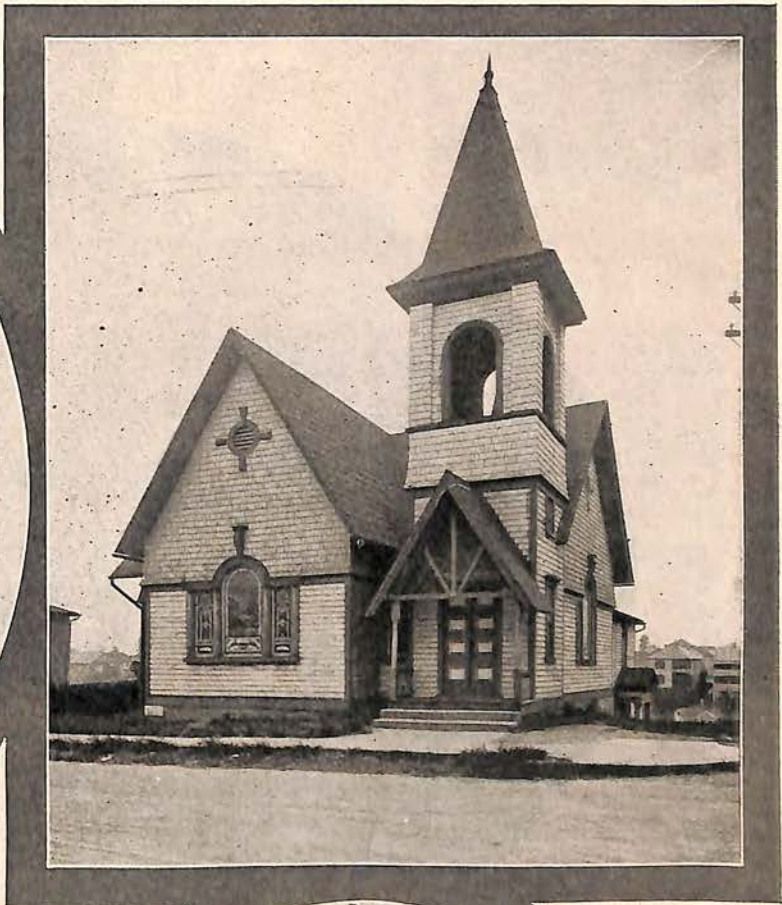
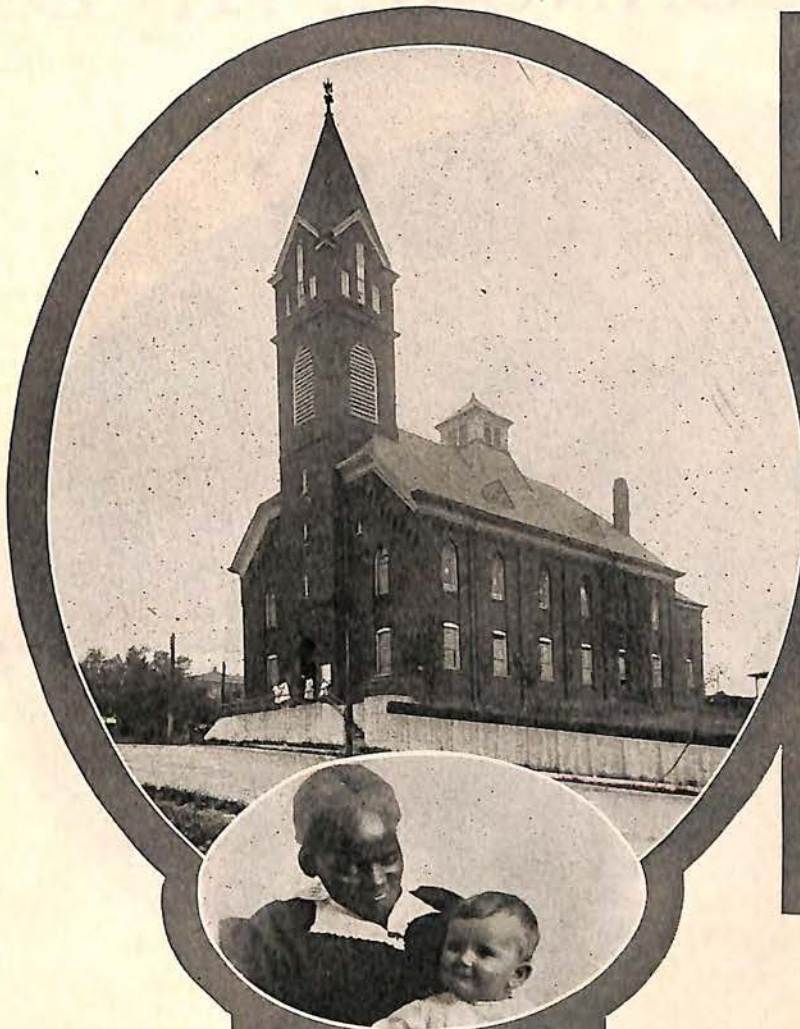


Lakeside, Roanoke's Bathing Beach and Amusement Park



# Roanoke's Colored Population

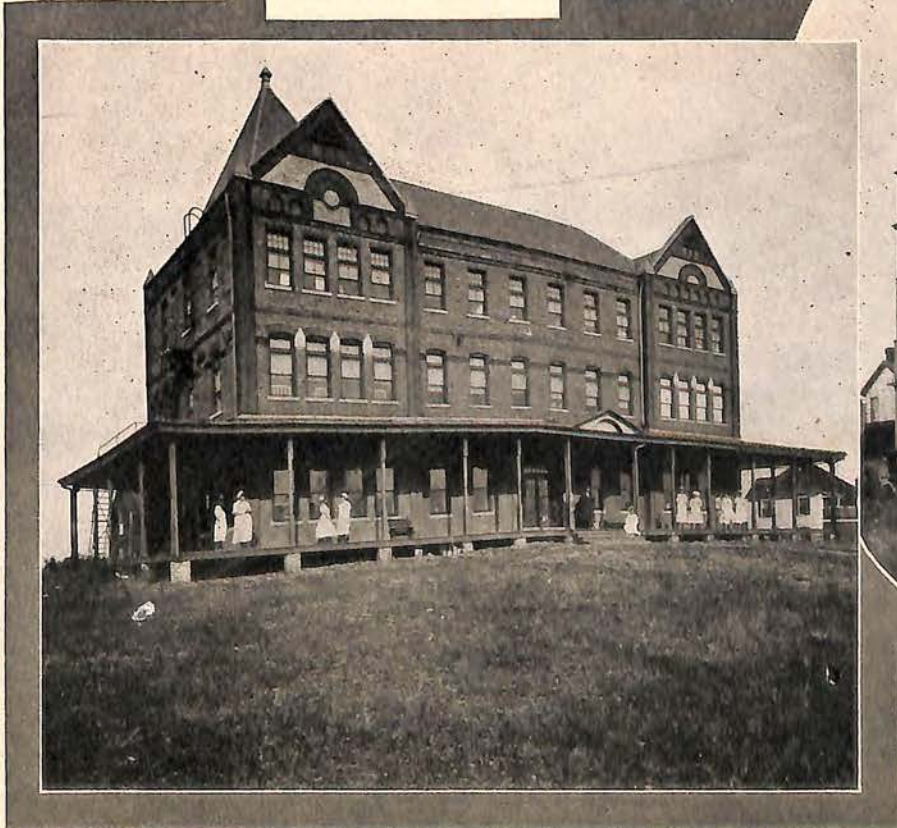
The Best in the South — Some of Their Institutions Are Shown Here



'Mammy loves de baby,  
Sister loves de baby,  
Ev'body loves de baby.'



Photos by Davis.



The African Churches



Roanoke's Colored Population

# ROANOKE AND T



Mill Mountain, showing Beautiful Drive With Roanoke Lying Far Below



At the left is shown distant peaks of the Alleghanies, meeting the Blue Ridge at the Shenando



# THE MOUNTAINS



Cloud Effect on Mill Mountain, with Roanoke and the Alleghanias in the Distance



A Valley in the right center of the picture. Nestling in the foreground is the city of Roanoke

Photos by Davis.



# The Hospitals of Roanoke

The High Altitude of Roanoke and the Purity of Atmosphere Render This City an Especially Delightful One for the Convalescent.



The Roanoke Hospital



The Lewis-Gale Hospital



The Shenandoah Hospital



The Jefferson Hospital

Photo by Davis.





Residence of Lucien H. Cocke, First Mayor of Roanoke

# The Woman's Civic Betterment Club of Roanoke

By MRS. LUCIAN H. COCKE, *Past President*

JOHN NOLAN, Landscape Architect of Cambridge, Massachusetts, as a part of his report made in 1907, has this to say of Roanoke:

"The people of Roanoke have much to take satisfaction in. Charmingly situated on a high plateau a thousand feet above the sea, the city is surrounded at a convenient distance by the glorious peaks of the Blue Ridge and Alleghany Mountains: the climate is unusually agreeable, the summers cool, the winters mild, the air always invigorating. The center of the city is well adapted for business, and the outskirts are as admirably fitted for beautiful and refreshing homes.

"Both for manufacturing and recreation the Roanoke River makes its indispensable contribution. The famous Crystal Spring, gushing from solid rock at the base of Mill Mountain, yields five million gallons of sparkling pure water each day—enough to supply double the present population of the present city. Standing on top of Mill Mountain and looking down upon the city and its magnificent surroundings as upon a relief map, one is easily convinced that here is yet an opportunity to build a city that shall be practical, convenient and appropriately beautiful, with adequate provision for the invigoration and refreshment of its entire population."

It was a pleasing picture of retrospect and promise. Much of the promise has been fulfilled, or is now in the making.

It is easily realized that only one with an intimate knowledge of the evolution of this section of Virginia can appreciate the transformation that had taken place since the village of Big Lick of the early '80s, and the throbbing City of Roanoke in 1906, when the Women's Civic Betterment Club of Roanoke undertook to lend a helping hand in improving civic conditions.

The city had grown so rapidly that its busy citizens had, to a great extent, overlooked the inadequacies of village conditions to cope with the requirements of city necessities.

Lack of many of the necessary facilities incident to the growth and future development of the city were best known to the mothers of its future citizens. They realized the results, or rather the lack of satisfactory results, that came from the crowded conditions of our public schools, and each day they were witnesses to the almost tragic conditions that surrounded the city market, and also knew that to obtain a satisfactory solution of the health problem, it was essential that a bureau of health should be established with a competent health officer at its head.

It was under these circumstances, and in order to bring about a larger and more active civic spirit, that meant improvement in every department of our city life, that the Women's Civic Betterment Club was formed, and within a few weeks was functioning with no little efficiency. In their efforts to provide for the betterment of market and health standards, they threaded every avenue of approach that would lead to the accomplishment of the things that they knew were essential to the growth and proper development of the living conditions in the city. Their efforts met with prompt response from those immediately responsible for the city's affairs. Their



cause needed no argument. The facts were plain to all, and the bad conditions were admitted.

The thing needed was a popular and prevailing demand that would overcome official inertia, and within the short period of two years many of the things for which the women had pleaded had been accomplished and a new standard of civic development had been established which has been a substantial factor in the continued growth of our home city.

One other thing, however, was greatly upon the minds of the women of the Civic Betterment Club. They wanted, not only that their children should have the benefit of healthful conditions and reasonable and appropriate school facilities, but they thought that they were entitled to be reared under beautiful environments. A City Beautiful was in their minds something worth working for, and their thought was that under proper conditions it was no more expensive to build a beautiful city than it was to permit an ugly one, like Topsy, just to grow up.

Our members realized that in order to accomplish this purpose it was necessary to secure studies and plans which could only be developed by a landscape architect, and sought from the City Council the funds to meet this expense, and although the authorities had been responsive and generous in meeting most of the proposals suggested by our association, they did not see their way clear to appropriate funds which were doubtless needed for other pressing necessities of the city, and hence the financial burden of accomplishing the purpose was assumed by the club. To satisfy their determination that Roanoke should have the best plans for future civic development, they employed Mr. John Nolan, Cambridge, Mass., to make a survey and with accompanying suggestions for development, but to do this the money to cover the expense had to be raised.

The Jamestown Exposition was closing and they conceived the idea of bringing some of the exhibits from that splendid collection as a basis for a Southwest Virginia Fall Festival in Roanoke. This festival proved to be a distinct success and drew from all parts of the Southwest enthusiastic visitors, and the financial returns were sufficient to meet the

expenses incident to the landscape work. It is not inappropriate to say that this report was the first of its kind in this country, and became the technical foundation of this class of distinct city planning.

With becoming modesty and some ceremony these plans were presented to the City Council. They were graciously received and safely deposited in the city's archives. It has been the source of sincere regret that more active work has not been done looking forward to carrying out the plans thus presented. Though at this time we have the belief that there is a real desire on the part of our people that the plans then prepared shall again receive serious consideration, and that many of the suggestions therein made will finally be carried forward to completion.

Today city planning is becoming a part and parcel of the development of all progressive communities in this country, and the women of Roanoke feel with some degree of pride that they were able to make a contribution towards the development of ideas which have now been accepted as a necessary element in civic work, and have made their contribution to the growth of the tiny acorn which has grown into the spreading oak—a city of health, prosperity and good cheer.

It, however, needs the finishing touch of the Nolan plans to carry it further forward in its civic development, and this we believe is the judgment of our public-spirited and progressive citizenship. I sometimes wonder if the women will be too big or too timid to say, "I told you so."

After years of continued service, the Women's Civic Betterment Club became a unit of the Chamber of Commerce. It was determined, however, that this union did not bring about the best results and later the civic activities of the women were organized under the auspices of the Woman's Club. It now cooperates closely with the Chamber of Commerce and all other organizations which have progress and development as an outstanding purpose.

This club, the granddaughter of the old Civic Betterment Club, is the outstanding woman's organization in Roanoke, and much of its success is due to its efficient president, Mrs. Charles A. Ball.

## Roanoke—A Music Center

By CLAIRE MCCARTHY GUERRANT

**T**O BEGIN with, Roanoke is a commercial city—this in a measure is a great asset, but the population also appreciates and loves art, especially the musical expression of it. Music is a very active subject in the city. Already the Thursday Morning Music Club has been instrumental in paving the way for bigger and better things along musical lines. Founded by a small group of women with vision, this club has developed into a tremendous organization. The largest music club in the state and one of the largest in the South, its influence extends far and wide. Each season, through this club, the people of Roanoke and surrounding country have the opportunity to attend concerts by the greatest artists of the world.

The Roanoke Music Teachers Association is another organization of much influence, and is composed of music teachers who have raised the standard of instruction in music. This

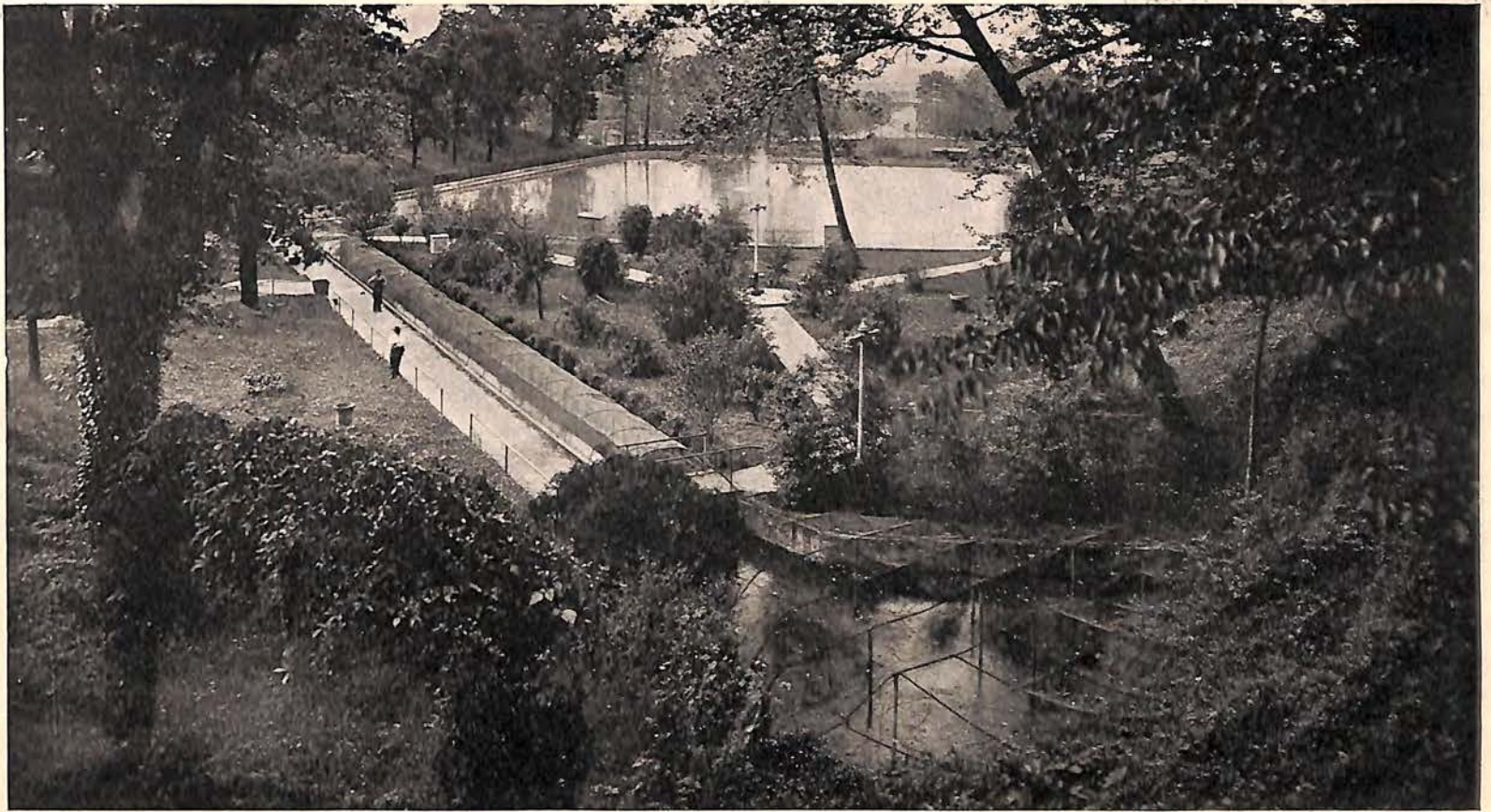
association was instrumental in bringing about the credits received in music in the public schools. These members have round table discussions, and compare teaching methods, both of which are proven to be most beneficial.

The Mendelssohn Choral Club, a mixed chorus, and the Cathrop Choral Club, a men's organization, both under capable leadership, have given fine programs of a high standard.

Many smaller organizations, such as bands, choruses, stringed quartets, trios and glee clubs have sprung into existence the past few years, not only in the city, but in schools such as Virginia, Hollins, Daleville, Radford and Roanoke colleges, and also in the public schools of the city.

The Music Memory contests in the public schools have helped to develop an interest in good music among the school children.





In the Foreground is Crystal Spring, Bubbling out from the Base of Mill Mountain

Photo by Davis.

# Crystal Spring—God's Gift to Roanoke

By HAL E. NORTON.

SHOEMAKER once wrote a beautiful poem about a sailor, lost in the deserts of Arabia, and tormented unto death by thirst. The agony of the poor man endured until at last, carried on by sheer grit and determination, he came to the scorched walls of the City of Muscat. Upon recovering, in his gratitude to Providence, he vowed to dig a well by the side of the road, and thus afford every passerby an opportunity to assuage his thirst. Here he sat on his porch through the after years, and praised God when he was able by these means to give comfort to weary travelers and their beasts. But when one passed unappreciative of its benefits, he sighed, and shook his head.

And when a wayfarer, weary and hot,  
Kept to the mid-road, pausing not  
For the well's refreshing, he shook his head:  
"He knows not the value of water," he said;  
"Had he prayed for a drop, as I have done,  
In the desert circle of sand and sun,  
He would drink and rest, and go home to tell  
That God's best gift is the wayside well."

Crystal Spring, which bubbles out from under the base of Mill Mountain, in Roanoke, may truly have been called, in the early days of the Colony, a gift of Providence. That for some reason God smiled on this shining valley does seem in evidence, when one bears in mind that here is this cool, life-

giving stream, flowing out from the unknown for many centuries, and in its magnitude now affording sufficient water, and that of the best, for nearly the entire city of 80,000 inhabitants. And that, in early days when deer came here to the salt lick, a water of unsurpassed delight flowed hard by. Man and beast, then, loved the spot, and early colonial tradition tells us of it.

Water ebbing in this spring is cold as ice the year round, and comes from no one knows where, except that it flows out from beneath the mountain. Engineers say that the entire base of the mountain is situated over a great lake, and that this is its only above-ground outlet. However this may be, it has been as it is now since the earliest of Indian traditions, long before the white man came. Now, since the frontiersman who knelt and drank eagerly at its brink has faded into the pages of histories, this water of Crystal Spring refreshes his descendants in Roanoke.

With this in view, water reserve capable of development has been located by the Roanoke Water Works Company at other spots beside Crystal Spring, for, to tell the truth, this is a valley of springs. There is Music Spring, River Spring, Smith Spring, and Falling Creek Reservoir, all capable of reinforcing the water supply when Crystal Spring becomes inadequate.





Some Views of the Sources of Roanoke's Water Supply. The Fall Shown in the Center Is Not at Present Utilized, But Will Be When the Water Supply Is Increased



# ROANOKE, Gateway To The *GREAT Southwest*

By JUNIUS P. FISHBURN

**R**OANOKE CITY is the eastern gateway to Southwest Virginia, frequently hailed as "The Mountain Empire." Roanoke's proximity to the Great Southwest is a real factor in this city's remarkable growth. Roanokers like to refer to their city as "The Magic City," but, when all is said and done, little magic has been required to bring remarkable growth to a city situated so close to a section which has developed as rapidly as has the Southwest.

Roanoke's ties with the Southwest have been very close indeed. Business from the Southwest flows naturally into and through Roanoke, particularly since Roanoke is the largest city in the western half of the State. The Norfolk and Western and the Virginian Railroads, tapping almost the whole of the Southwest section, are responsible for at least a part of this drift of the Southwest's business to Roanoke. Roanoke claims as its citizens large numbers of men and women who formerly resided in the counties to the west of us. Roanoke, a young city, has drawn its population from many sources, but the Southwest has furnished this city with probably more citizens than any other section of this State. Accordingly, personal ties—ties of kinship and of friendship—have brought Roanoke into a very close relationship with Southwest Virginia as a whole.

Roanokers appreciate fully the great possibilities for growth in Southwest Virginia, and Roanokers know that the growth of their own city depends to no little extent on the growth of the Southwest section. Accordingly, Roanokers, in their annual Booster trips, have visited the Southwest much more frequently than any other one section of the State. Roanokers, for the same reasons, have co-operated fully with Southwestern Virginia, Inc., the highly successful sectional chamber of commerce which is doing so much to stimulate progress in the Southwest and to advertise the Southwest's advantages to the world. Roanoke's ties are not exclusively with the Southwest, and Roanoke has always appreciated its contacts with the Valley, the Southside, Piedmont Virginia, and with other sections. Accordingly, Roanoke has avoided a sectional point of view and has boasted more of the fact that it is in Virginia than of the fact that it is in any particular section of Virginia. Nevertheless, Roanoke's ties with the South are probably the closest ties we have had or will have, and Roanoke's future is squarely linked with the future of the Southwest.

Roanokers have every reason to expect great things of their neighbors in the Southwest. In few spots on earth are there such possibilities for diversified development. The Southwest is certain to develop industrially. No part of Virginia has finer water power. The Southwest can boast of vast areas of coal, both bituminous and anthracite. The Southwest has mineral deposits in great abundance, including iron, copper, zinc, arsenic, lead and many others. The Southwest has splendid lumber resources. The Southwest likewise has

as fine a supply of Anglo-Saxon workers as can be found anywhere in the country; her men and women must be counted as the greatest of the Southwest's assets. Tremendous industrial development of this section is assured; it is already under way, and it will spread by leaps and bounds.

The agricultural and industrial assets of the Southwest are mentioned first, purposely and deliberately. The Southwest is too often referred to as a vast undeveloped playground. It is true that this section has every reason to expect a great influx of tourists and health-seekers. The climate, the scenery and the history of this section, all appeal to travelers. But in our enthusiasm for developing a vast tourist industry, some of us in Southwest Virginia sometimes forget the great agricultural and industrial possibilities of this section. Without any tourist business whatever, the Southwest has every reason to expect wealth and prosperity. On the other hand, without any agricultural or industrial development whatever, the Southwest might expect renown and riches through its appeal to tourists. When the several types of development go hand in hand, as they seem certain to do, certainly the Southwest faces an inspiring future. Where else in the whole New South is there such a chance for well-rounded development? Some sections of the South are already highly industrialized, but none of these sections have any great tourist appeal. Some sections of the South have already made a great business of attracting and entertaining tourists, but rarely if ever can these great tourist centers promise at the same time great industrial development.

The Southwest offers to the tourist a great variety of mountain and valley scenery. Its mountainous sections are unsurpassed in beauty even by the Great Smokies of Tennessee and Western North Carolina. The automobile ride through the valley from Roanoke to Bristol along the famous Lee Highway rivals in beauty and charm the trip through the world-famous Shenandoah Valley to the north of Roanoke. The Southwest boasts of many natural curiosities; chief among these is the Natural Tunnel, an attraction which, though little advertised, rivals Virginia's Natural Bridge in grandeur. In the Southwest counties are many mineral springs, which offer better health to those who visit these places. The Southwest is likewise steeped in historic tradition, and those historically-minded folks who come to Virginia to visit our historic shrines will find dozens of places in the Southwest of scarcely less importance than the shrines in Eastern and Northern Virginia and in the Valley. In the Southwest, the tourist will find excellent climate, good roads, magnificent scenery, dozens of historical attractions, and above all, true Virginia hospitality.

The Southwest, then, has every reason to expect a many-sided development. Roanoke is proud of its position as the Southwest's leading city, and Roanokers expect certain prosperity to come in the wake of the present rapid development of the Southwest's vast resources.

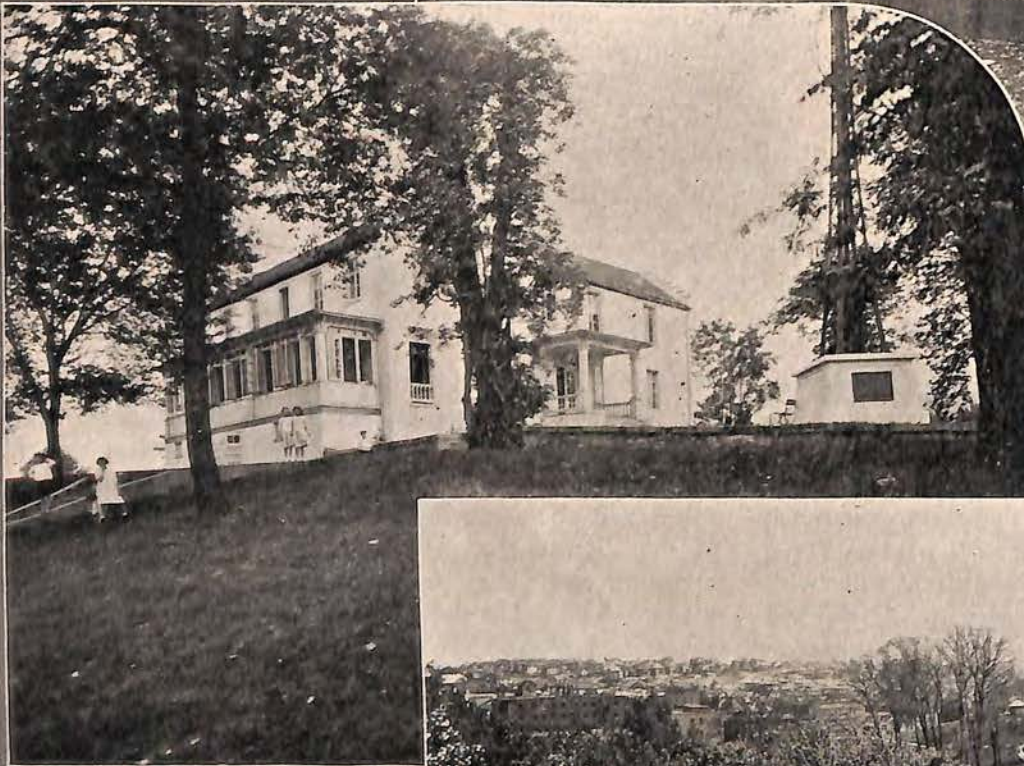


# Views of Roanoke's Public Library

Here Young and Old  
of Roanoke Taste  
Daily the Pierian  
Spring.



Garden and Pool in the Rear



Front View



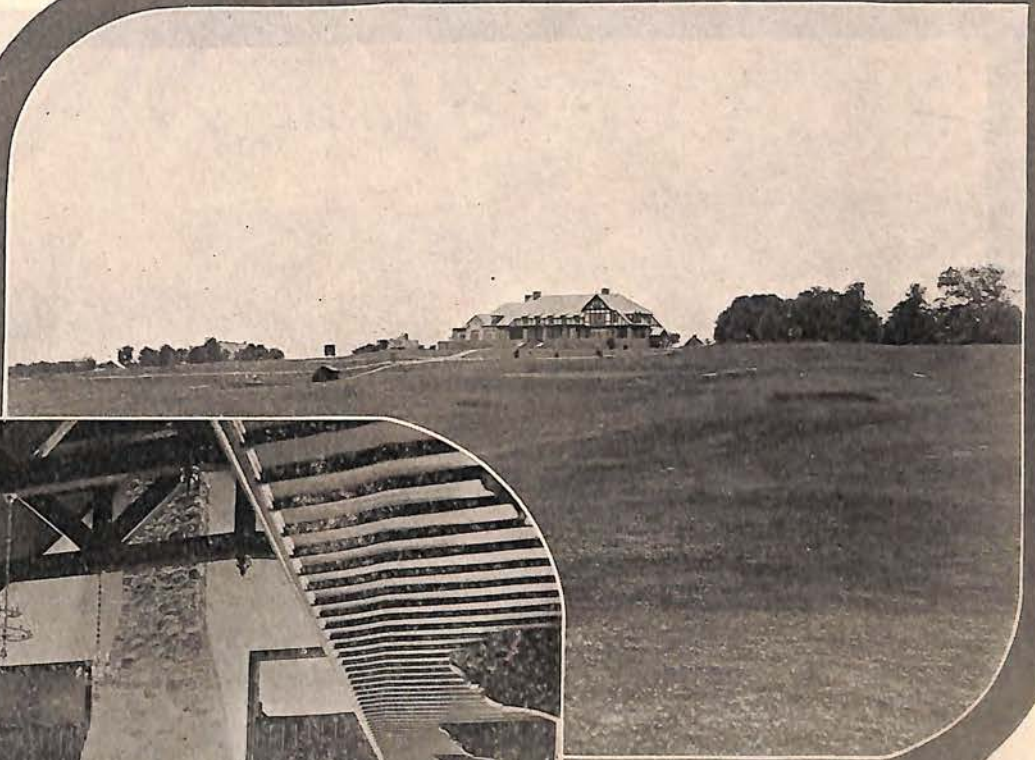
Library as seen from a distance

Photo by Davis.



# The Roanoke Country Club

Where Sport  
Displaces  
Worry



Views of grounds, showing Club Building in the distance.



Interior view of Clubhouse



The Clubhouse

Photo by Davis.



# Sun *and* Storm *in* Roanoke



Photo by Davis.



# The Christian Associations of Roanoke

## NEW Y. W. C. A. BUILDING

**T**O adequately house the growing work of the Young Women's Christian Association of Roanoke, Virginia, a new building is planned by the firm of Eubank and Caldwell, which will be erected the coming year at the southwest corner of Franklin Road and Henry Street. Three stories will be built now as the first unit, and the walls will carry an additional two stories which can be built to meet the future needs of the association.

This building will contain a large and beautiful lounge with a fireplace at one end, and the information desk at the other end, with a grand staircase opposite the main entrance. There will be offices, club rooms, an assembly room with stage and dressing rooms, a cafeteria with private dining room adjoining, gymnasium, swimming pool, and the necessary showers and lockers. The residence quarters will provide for transients and a limited number of permanent boarders will also be accommodated.



*Y. M. C. A. Building*



*Y. W. C. A. Building*

Since the association was organized over thirteen years ago it has provided educational and gymnasium classes, recreational and social features, aided girls in finding employment, and not only housed many, but also referred others to registered private homes where they have been accommodated with room and board. Thousands of girls and young women have been helped and benefited by the association, and have learned to live broader lives and also to be of service to others because of the altruistic spirit fostered by the leaders of the Y. W. C. A.

More than 1,600 girls were included in the Y. W. C. A. activities the past year. These include the young women in business and industry, as well as the younger girls who are in grade and high school and whose activities center around the program of the Girl Reserves.

When the organization was first effected a house was purchased at 415 Roanoke Street, S. W., through the generosity of interested friends, and last year it was sold for three times what it cost, the proceeds making possible the purchase of a more central and desirable building site.

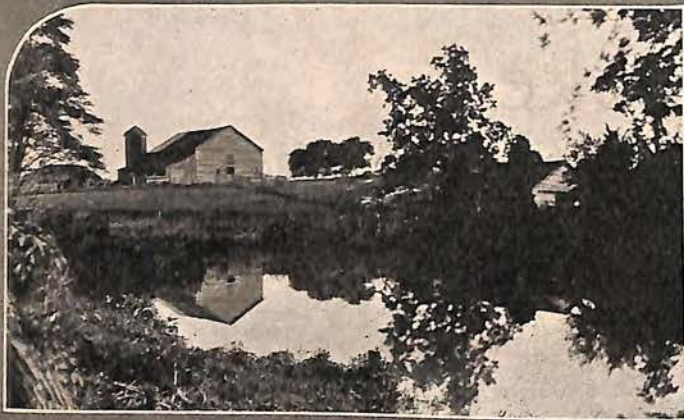
A building campaign was held in May, 1926, and the goal of \$150,000 was almost reached. It is estimated that the building with the necessary furnishings will cost approximately that amount. Mrs. John O. Boyd is the president of the association, Miss M. Belle Jeffery is the general secretary, and Mr. E. R. Johnson is the chairman of the building committee.

## THE Y. M. C. A.

Roanoke has always been mindful of the uplift of its young men, and not the least among its institutions working toward this end is the Y. M. C. A. Here more than anywhere else in the city, opportunity is afforded visiting young men, or strangers employed in the city, an opportunity to mingle with the best of companionship which the city enjoys, and partake of physical and mental development as well. The gymnasium, swimming pool, and other recreative pastimes offered can be enjoyed to the full, and athletic sports are encouraged. The membership comprises young men of all classes and occupations, and equal standing is given to all. Situated in the heart of the city, its location is especially favorable for development, and within the last few years it has doubled and quadrupled its membership.



# Country Scenes





# Near Roanoke





# Roanoke, a Home-Owning City



Home of Mr. and Mrs. J. B. Fishburn

Photo by Davis.

Roanoke is a city of 75,000 people, 60 per cent of whom are home owners. Situated as it is, where the two hard surfaced roads of the Roanoke and Shenandoah Valleys converge, where two main lines of railroads, the Norfolk and Western and the Virginian, run east and west, and the Shenandoah Valley and the Roanoke Southern Railways run north and south, she nestles like a gem in the midst of the Alleghany and Blue Ridge Mountains, surrounded by health resorts.

Many reasons made her population a home-owning citizenry; hers is a prosperous community because thirty million dollars are paid out in wages and salaries yearly which enable her people to buy homes and pay for them. Her patriotic and wide-awake realtors build and sell these homes on a small cash payment and monthly payments to suit the salary or wages of their clients. There have been instances where a realtor has built a nice cozy home, put a loan on it, sold it to a Norfolk and Western foreman for five thousand dollars, two hundred cash and thirty-five dollars a month, and every dollar was paid on these homes without a default, and the purchasers became proud and happy home owners, free from debt. By the time the home was paid for there were two or three bright, tow-head tots playing around the front yard, which is covered with blue grass sod and flanked on each side with a bank of gorgeous flowers. Among the wealthier classes there are hundreds of stately mansions.

Moreover, the home owning spirit is not confined to the white people alone; a large percentage of the colored people are home owners. One peculiar thing about them is the fact that one seldom hears of one selling his home either voluntarily or by foreclosure.

There is no influence so potent for the making of good citizens as the owning of their own homes; they are then an integral part of the community; interested in the civic government and in the moral uplift of its citizens by educational and church influences.

Roanoke, lying on the banks of the Roanoke River at the foot of the Alleghany and Blue Ridge Mountains, is composed of a happy, prosperous and law-abiding people, because they largely own their own homes.

The site of Roanoke city seems to have been selected by nature; it was used by animals, recognized by Indians, adopted by emigrants from the East and North as a meeting place, and claimed by earlier and later citizens whose vision and great good common sense followed the lead of Providence and for many reasons found an ideal spot on which to build a great city. The territorial pedigree of Roanoke County is curious. She is a direct daughter of Botetourt County, having been born in 1838. Botetourt was carved in 1769 from the great empire which used to be Augusta County, the limits of which extended to the Mississippi River. In the Court House of Fincastle may be found a deed recording the building of a jail in which it states that "this jail is built for the people on this side of the Mississippi River, as those in the County beyond the Mississippi must build a jail for themselves." While the Valley Turnpike was not finished until 1852 nor the present main line of the Norfolk and Western Railway was not completed until 1855, the Roanoke Valley was always the home of wealth and culture.



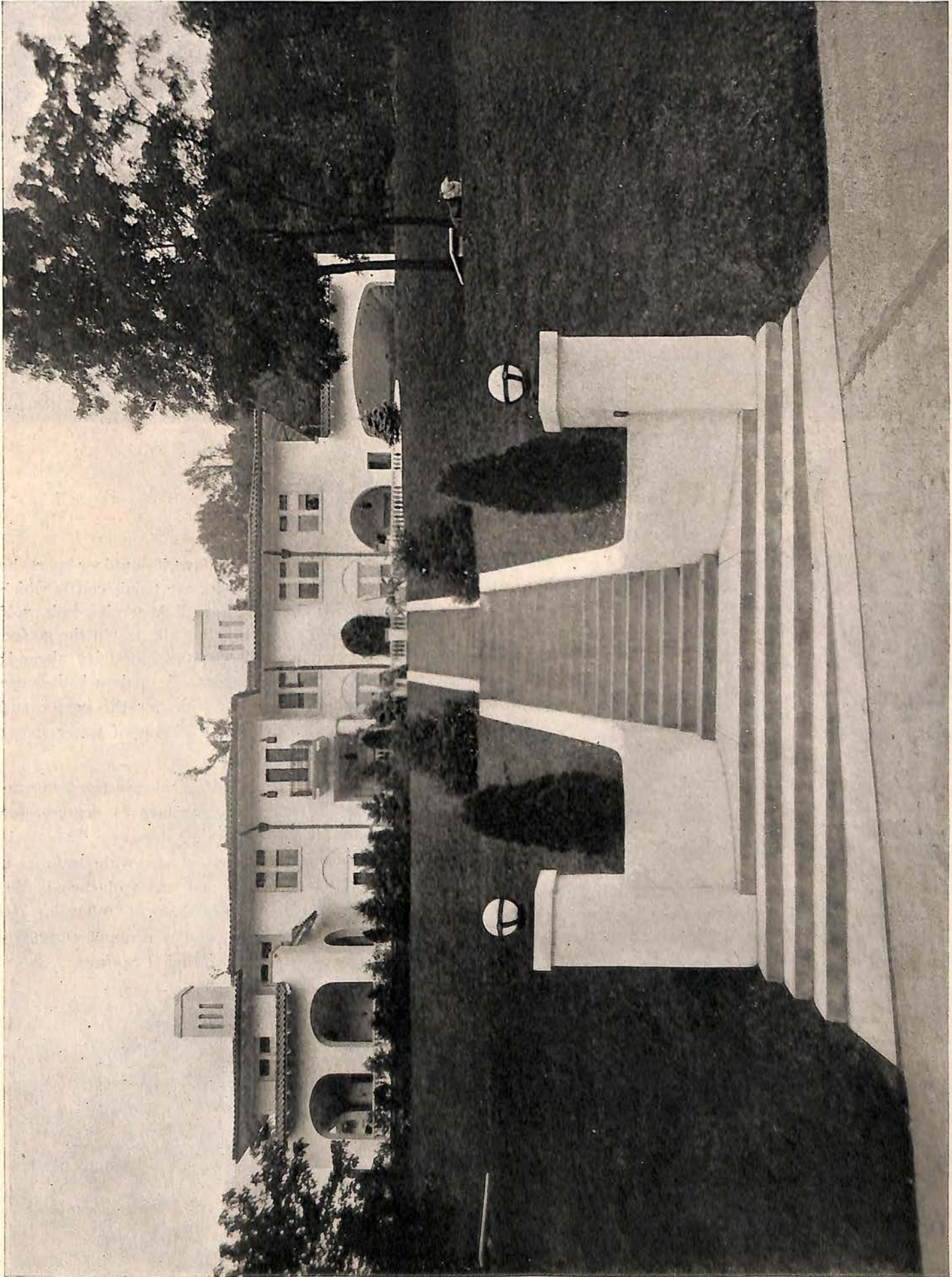


Photo by Davis.

TERRA ALTA  
Residence of Mr. and Mrs. G. Davis Whitehall





Buena Vista, Home of Mrs. M. M. Rogers

## Virginia Mineral Springs

One of the Resorts Near Roanoke

THE journey to Mineral Springs is short and easy, less than an hour's motor travel from Roanoke. Speeding by motor through farm dotted valleys up rolling hills, with each moment, one feels the invigoration of drier, cooler air, scented by perfume of mountain laurel and flowering rhododendrons.

Tradition has it that the magic waters of the Virginia Mineral Springs have been famous since the Indians roved the Alleghany ranges. Tribes of Appalachians, so the legend goes, discovered this natural playground with its magic springs. Their medicine men are reported to have done wonders with its restorative waters. This water is offered guests daily at the Virginia Mineral Springs Hotel, which is famed far and wide for dispensing forth to guests the Old Dominion hospitality.

Four of these natural springs—White Sulphur, Lithia, Iron, and Arsenic—are so close together that they are sheltered and enclosed by a pavilion. All are located but a short walk from the hotel.

Whatever may be the traveler's favorite outdoor sport, he is pretty sure to find it here. There are tennis courts which inspire the desire for exercise; a well kept nine hole golf course, growing soon to eighteen holes, will delight the golfer. Easy paths and mountain trails for the equestrian abound; horses are available at nearby stables. A modern bath-house and a splendid swimming pool provide for the novice and the expert. Rowing, canoeing and all kinds of water sports are available.

Here is indeed a vacation resort. The average temperature for spring is 55 degrees, for summer 74 degrees, for autumn 62 degrees, and for winter 40 degrees. The air is soft and dry, permitting strenuous exercise without fatigue. There are no "best" months. May and June with their laurel, September and October with their days of following the hounds in quest of the fox; nights of music and entertainment—all these abound at Virginia Mineral Springs.



Virginia Mineral Springs



Home of Mr. and Mrs. J. B. Westover, Glenwood, Bedford

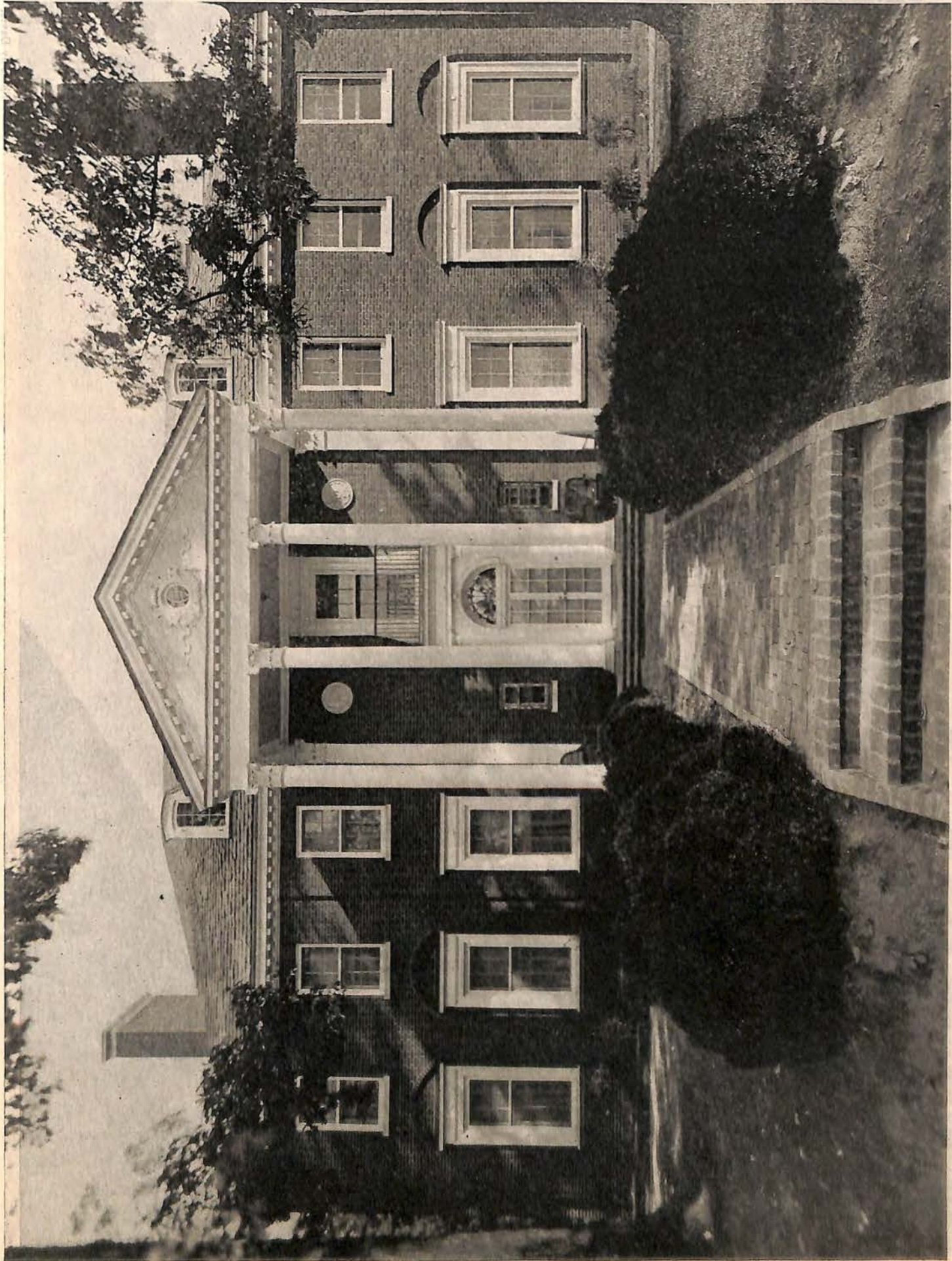


Photo by Davis.

Residence of Mr. and Mrs. E. M. Funkhouser.



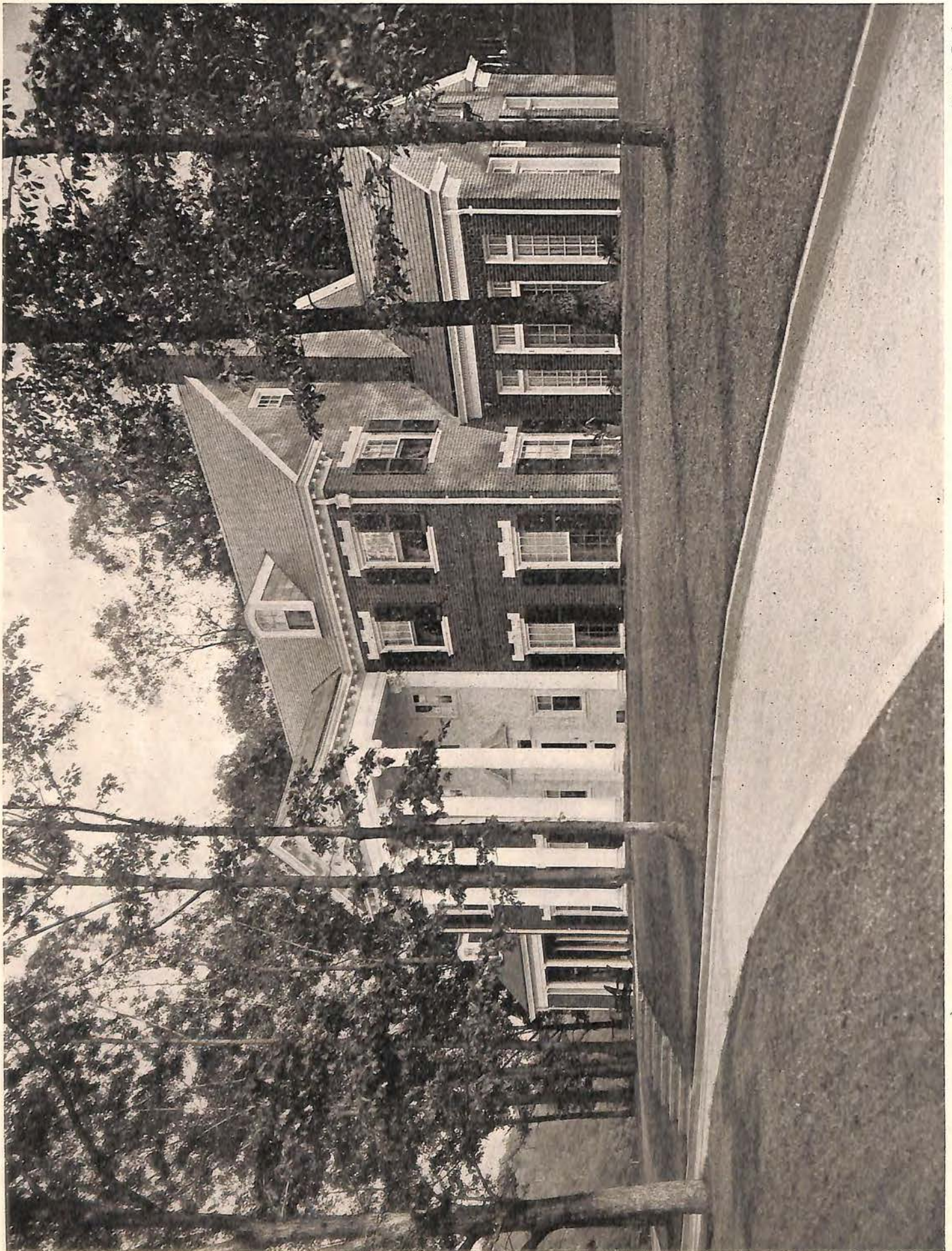


Photo by Davis.

Home of Mr. and Mrs. J. B. Newton, Clearmont Heights



# Roanoke's City Council

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vances Confidently  
Toward the  
Future.



L. G. Stiff



E. W. Tinsley



Chas. D. Fox  
Mayor



J. W. Comer



E. R. Chick



Municipal Building, Roanoke



# Roanoke, Center of Industry

By B. F. MOOMAW

ROANOKE is frequently spoken of as "The Magic City." It is a beautiful name and we like it, but Roanoke did not spring into being by the mere waving of a Fairy's wand. Roanoke is the city it is because of its strategic location, and has numbered, and still numbers among its 65,000 inhabitants, a great many men and women of wisdom and forethought.

Roanoke is sometimes called a railroad community. We immediately recognize the great importance of our two splendid transportation companies, the Norfolk and Western, and the Virginian. We could not be Roanoke without them. The coming of the railroad, with particular reference to promotion of the Shenandoah Valley, now an important part of the Norfolk and Western System, marked the real beginning of the city.

The greatest single industrial factor of the city is the Norfolk and Western Railroad, of which Roanoke is the home.

Roanoke, however, is now more than a railroad town. It is an industrial center of great importance to the State and South.

The following are several important prime factors necessary to the successful establishment and operation of industry here, which have created this great industrial center:

1. *Transportation.* Roanoke's two trunk line railroads, going in every direction of the compass, offer industry transportation facilities equal to any community. In travel of passenger or freight, Roanoke is in close proximity to the great markets of the North, East, South and Middle West. It is accessible by transportation to great supplies of raw material, and agricultural products of this section and all of Virginia. The great bituminous coal fields of Virginia and West Virginia, the cotton fields of Virginia and the states to the south, and lumber and iron resources, are at hand.

2. *Power.* The city's electric lighting and power service

is furnished by hydro-electric power and steam stations, possessing a combined capacity of many thousands of horsepower.

Both electric lighting and power rates compare favorably with those prevailing throughout the South.

A high tension transmission line on steel towers, and having a capacity of 20,000 horsepower, comes from base power plants at the coal mines in West Virginia. A similar line comes from a large hydro-electric plant on James River. These lines are part of a super-power project, which, in addition to power from former plants, gives Roanoke a great supply of electric power for industrial purposes.

3. *Labor.* A most important factor in industrial development is an adequate supply of efficient labor. The industries of Roanoke have secured locally, without advertising, all of the labor required, and there is yet left in this general vicinity sufficient for a much greater industrial development in the future.

Our labor is native-born American, and easily becomes efficient. Roanoke is free from labor disturbances. There is found here a most cordial relationship between employer and employee.

4. *Climate.* There is a direct relation between climate and industrial operation. The climate of Roanoke and vicinity is delightful the entire year. Industrial operation is not hampered by severe heat in summer or severe cold in winter.

The city has a number of industries making a great variety of products. Our industry is quite diversified, consequently there is a lack of competition in labor or product. From one end of the city to the other one can see and hear the wheels of industry busy with thousands of employees releasing products of much value.

Roanoke is the proud possessor of the largest Rayon



HILL CREST HALL, ROANOKE

Photo by Davis.

The Viscoe (Silk Mills) Dormitory for Girls. Here are housed 225 girl employes. Every form of recreation is afforded, including gymnasium, basket ball and tennis, with a reading and reception room



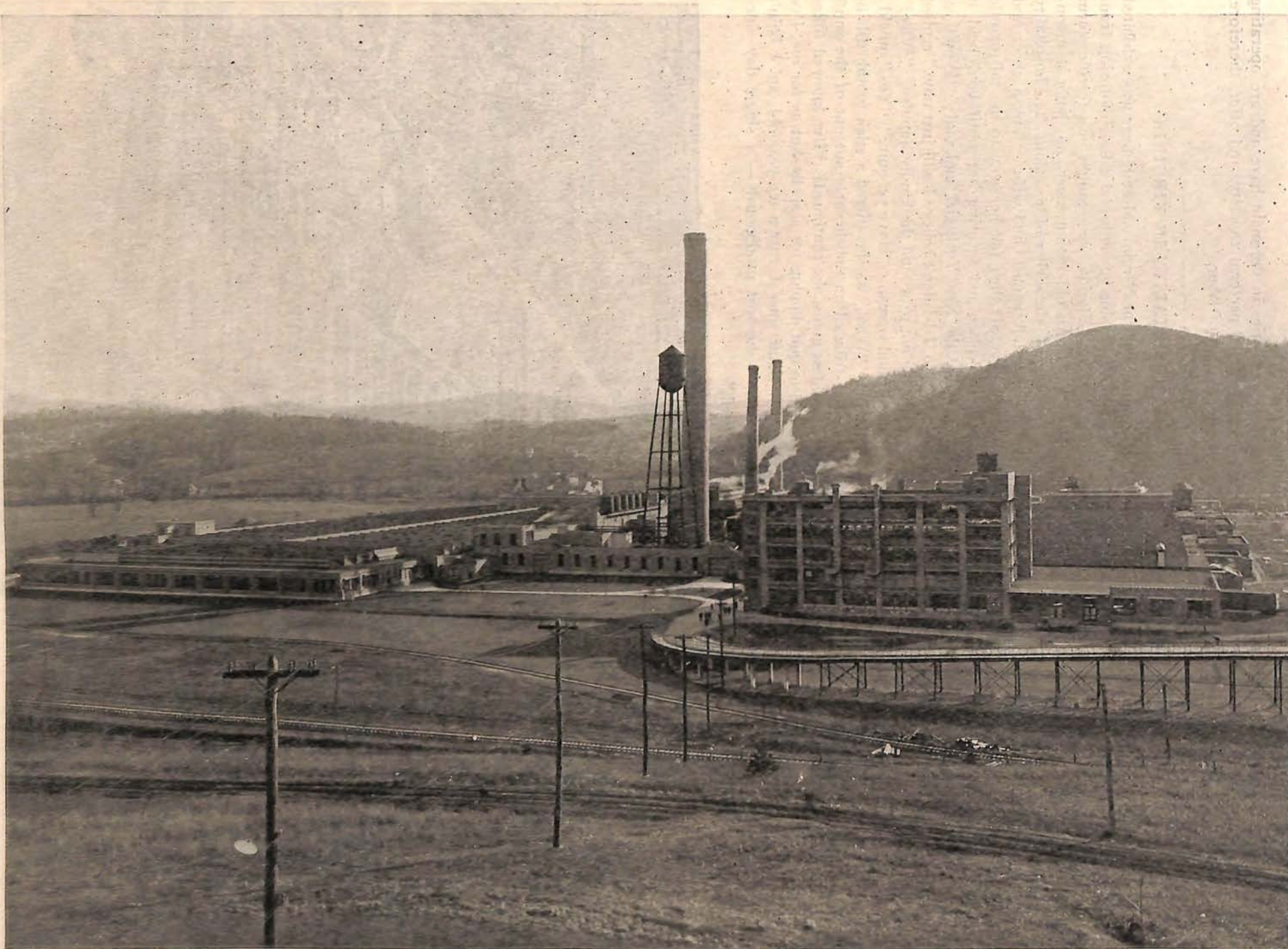


Photo by Davis.

**THE VISCOSE CORPORATION OF VIRGINIA SILK MILLS.**

The largest industry in Roanoke, employing 4,600 persons, and the largest plant of its kind in the United States. The business was established in Roanoke in 1917, and this location was chosen because of the peculiar advantages of the section in transportation, labor and climate. Other plants owned by the corporation are located in Marcus Hook, Pa., and Lewistown, Pa., but the largest is in Roanoke.



(artificial silk) mill in the world, the largest railroad shops and the largest steel fabricating plant in the south.

Roanoke's industries and public service companies work 18,000 people, receiving an annual pay of approximately \$22,500,000, releasing annually products worth, approximately, \$65,000,000.

Between the strength of a small cotton twine and the massive locomotive, both of which are made here, there stretches a wide diversity of industry. Roanoke also manufactures, in the largest plant of the kind in the world, the silk which goes to make milady's handsome gown and many other articles for the person and home. Cars of coal, freight and passengers, bridges and structural steel for the skyscraper, pig iron, metal and concrete culverts, castings, cooperage, boxes, underwear for men and women, clothing, printing and engraving, calendars, building material, tin cans, candy, cigars, beverages, flour and feed, flavoring extracts, overalls, aprons and outer garments, gloves, hats, silos, novelties, vinegar, canned fruits and vegetables, bakery products, tramways, proprietary medicines, oxygen for metal work—all are manufactured in Roanoke. Roanoke's industries also include armature winding, industrial machine shops and electric welding.

The more recent industrial developments in Roanoke include a large addition to the plant of the Rayon mill, which cost approximately \$3,000,000; a plant for manufacturing oxygen for metal work; a knitting mill for women's underwear; a potato waffle factory for the manufacture of a new

food product, and a plant to manufacture concrete tile for building.

Roanoke's industries in the main have and are operating to approximately 100 per cent capacity, and offer, therefore, a steady employment of labor.

### HOSPITALITY IN VIRGINIA

The hospitality of the Virginia Mountaineer was exhibited last winter when a dashing young bridal couple motoring from New York to Miami, Florida, were caught in a terrific storm in the mountains. An old mountaineer, no doubt a moonshiner, invited them to the shelter of his cabin. The hospitality was echoed by his tall, gaunt, blind wife. "Tuk a cheer and set down," she greeted; then felt her way to the tall mantle above the big fireplace and securing her snuff box, held it in the direction of the New York girl, and said: "Won't ye' have a dip?" "No, I-I-I don't believe I will just now," replied the guest, striving not to wound the kindly impulse. "Why?" questioned the blind woman. "Have ye' quit?" "Yes," quickly replied the girl. "Waal," as she stirred a stick toothbrush in the box and distributed an unbelievable amount of the snuff about her toothless gums, she continued: "I've knowed fokes that have had to quit dipping for a spell—but as for me, I've been a dippin' snuff since I wuz a ten-year-old, an' I hain't never stopped,"—she spat prodigiously—"a single day since I fust started."

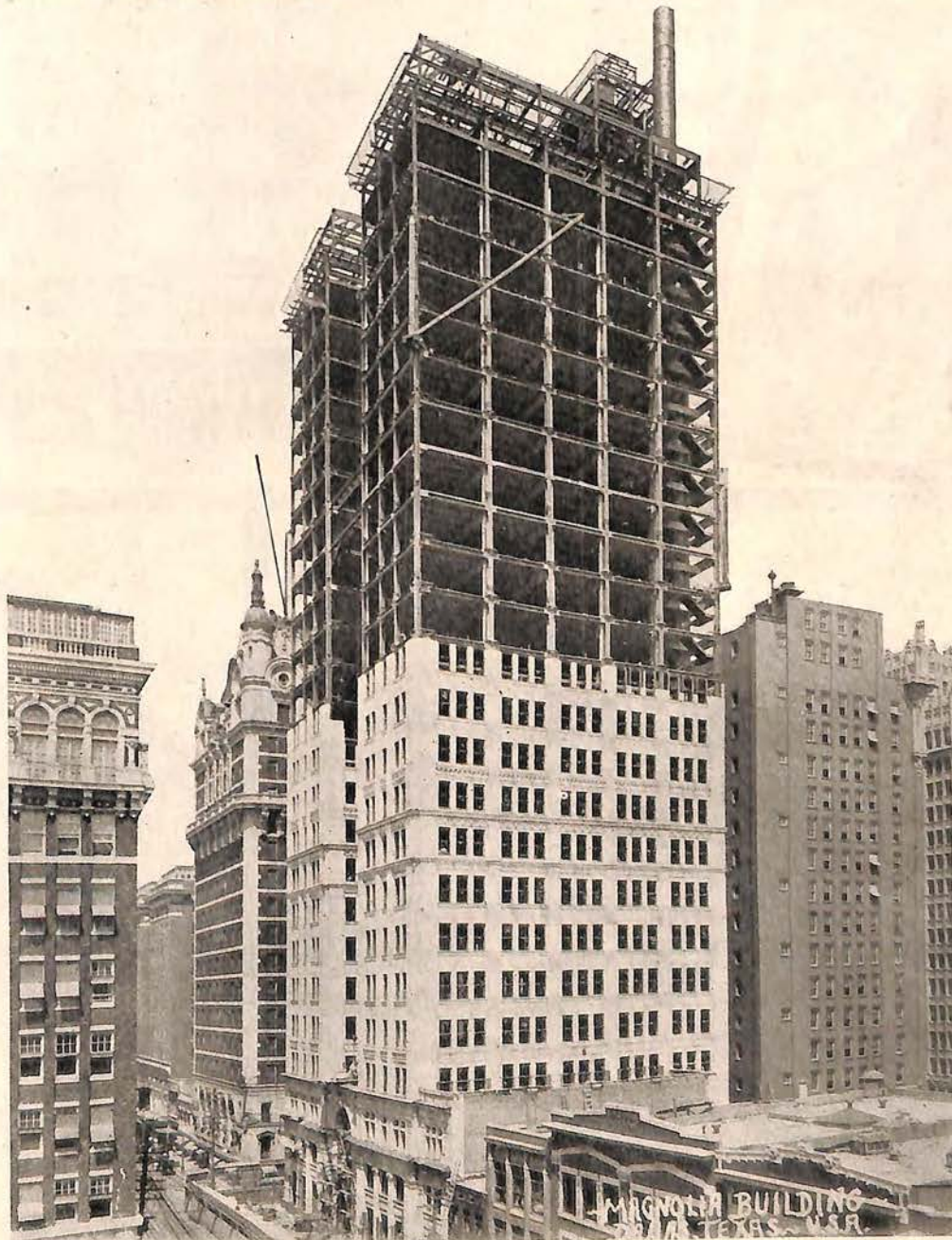


Airplane View, Plant of Virginia Bridge and Iron Company, Roanoke



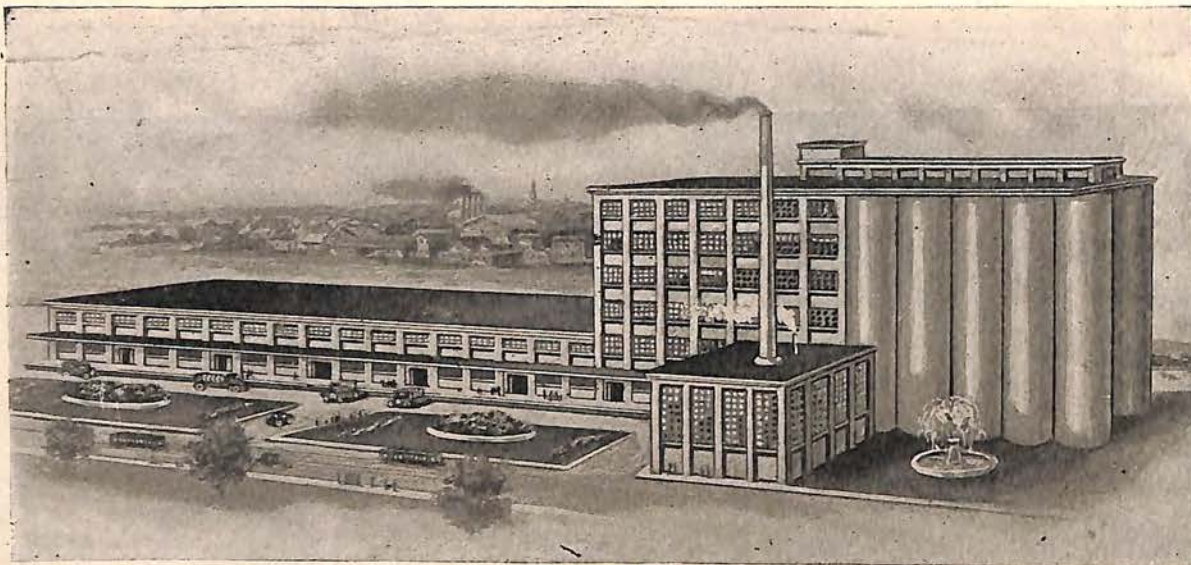


This steel girder, 120 feet in length, and requiring three flat cars for transportation, was manufactured by the Virginia Bridge and Iron Company for the Spring Street viaduct, Atlanta, Georgia.

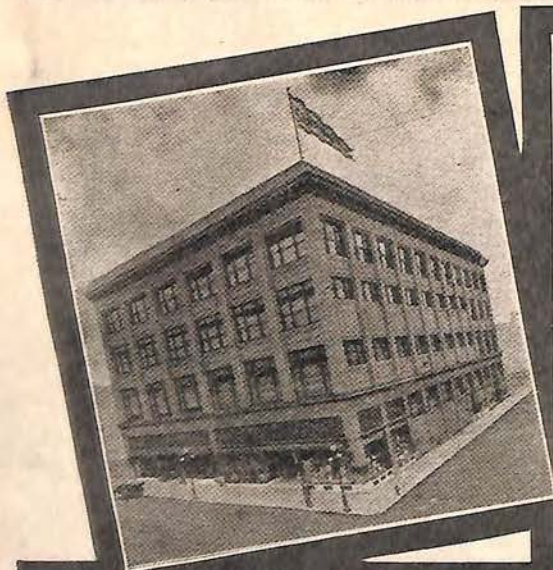


Magnolia Building, Dallas, Texas. All steel for this structure, highest in the South, was manufactured by the Virginia Bridge and Iron Company





Roanoke Mills



FOUR BUSY CORNERS IN ROANOKE  
Above, General Store of S. H. Heironimus and the City Market. Below, Peters Market and Fleck's Store.

Photo by Davis.





The Norfolk and Western Yards, Roanoke

# Labor Has No Troubles in Roanoke

**T**HE labor conditions in the Roanoke district are unexcelled in any section of the United States.

With an ideal climate which permits outdoor work to proceed the entire year without undue interference or rapid temperature changes, this location makes an ideal section in which to live and work, being blessed with an abundance of mountain spring water and a very healthy climate. Roanoke is surrounded in all directions with health resorts, some of which are world famed.

The labor supply is adequate for present and future demands and drawn mainly from the mountains and valleys, chiefly living in the same vicinity for many generations back.

The imported or foreign laborer is practically unknown, as the district readily supplies all its own labor, both skilled and unskilled, without the necessity of importation. Negro labor is at hand, and is usually intelligent, stable, and reliable, reflecting the spirit of the district in which they live.

During the late war the government sent to this district, as most others, agencies for the purpose of fostering Americanization and the spirit and purpose of citizenship among the foreign born. They were amazed to find that these were not enough in number to form a single class. The occasional foreign family who do drift in are readily assimilated and soon lose their distinctive social characteristics.

One of the largest industries in Roanoke was so canvassed, with the result that but three parties of foreign parentage were found to be employed, and these were salaried officials of that company, here since their youth.

A plentiful supply of workers in building and metal trades is always at hand.

The field is particularly fertile and inviting for such industries as might employ textile and furniture workers. The average worker is healthy, intelligent and reliable, and can be readily and quickly trained to suit the needs of any industry, as has been proven by one industry employing several thousand workers in the manufacture of a technical product requiring particular training, the industry being entirely new to the State of Virginia.

The labor coming from farms and rural districts provides a permanent and elastic source of supply, furnishing industry with help when needed, and absorbing back into the farms the surplus help during periods of slack work, there to await again the beckon and call of industry.

Among a people coming from these sources, labor troubles are unknown. Such citizens sympathize little with the propagandist, but are keen to both observe and appreciate proper treatment on the part of their employers. The migratory or floating type of worker is unknown.



## McAFEE'S KNOB

Labor troubles are conspicuous for their absence, and many of our industries have never experienced trouble of this nature. Employers, realizing they are treating with the most loyal and intelligent labor to be found anywhere, are careful of their comfort and well-being.

Home owners comprise a large percentage of the married workers. In one representative industry home owners comprise one-half of the total of such workers. Many are located in the country and suburbs, and oftentimes include small acreage of tillable land. Such homes and surroundings make for a happy, contented but ambitious people.

The housing facilities are adequate, and are kept well abreast of any demand. Real estate values are reasonable, allowing the thrifty worker to readily become a home owner.

Roanoke is the hub of a vast agricultural and grazing country, and as such becomes a ready market and shipping point for their products. This creates low living costs, which first attract and then hold the worker.

The school facilities and educational standards are both ample and high and this together with the high moral standard and excellent health conditions make an ideal condition for rearing of families.

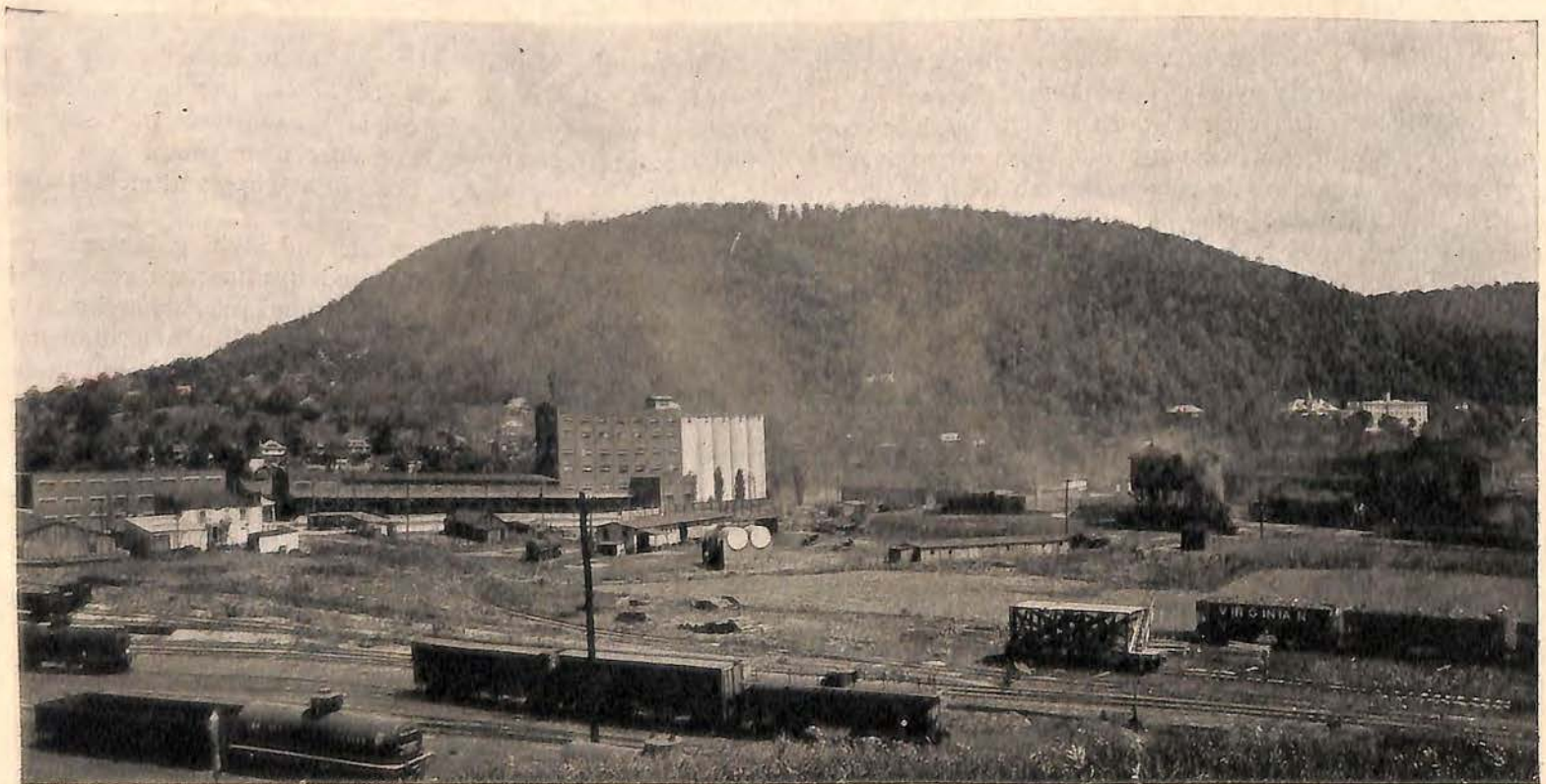
By and large Roanoke and its contiguous territory is a good place to live and work.

During the recent exercises of the Daughters of the American Revolution at Natural Bridge near Roanoke, where a tablet was unveiled, the Rev. Churchill Gibson, in closing his speech of the occasion, said: "Washington climbed to this perilous height and wrote his name on the Natural Bridge—he flung a silver dollar clear across the waters of the Potomac, but the greatest thing he ever did was when he flung a British sovereign across the Atlantic."

Apropos of the above, it might be added that in those days a dollar went farther than it does now.

In 1746, 300 acres of land were granted James McAfee, Sr., in Catawba Valley on the north side of "McAfee's Knob." An old block house was built on this land for the safety of the inhabitants against the Indians. The logs bore many bullet holes, evidence of its use for defense.

A raid was made by the Delaware and Mingo Indians on this settlement in 1764, and every member of every family was either murdered or taken prisoner, homes burned, and stock driven off. Captain Paul of Fort Dinwiddie heard of this raid and with twenty men set out in pursuit. They located about midnight a band of these Indians on New River; all were asleep except those watching the prisoners that were taken at Catawba. Captain Paul, not knowing the prisoners were there, fired into the midst, killing three Indians, and the others took flight. They rushed forward to capture some of the fleeing redmen. Seeing a woman and thinking she was an Indian squaw, one of the party raised his tomahawk, but just as it was about to descend, Captain Paul threw himself between the assailant and his victim, exclaiming, "It's a shame to hurt a woman, even a squaw." Recognizing the voice of Captain Paul, the supposed squaw told them she was Mrs. Catherine Gunn. Mrs. Gunn had visited in the home of Captain Paul. She was taken prisoner at Catawba where her husband and two children were killed. They asked her why she did not cry out; she replied: "I had as soon be killed as not; my husband, my children are slain, and my parents are dead. I have not a relative in America; everything dear to me is done; I have no wish, no hope, no fears. I would not have risen to my feet to save my life." She was taken back to Fort Dinwiddie.



A Portion of Roanoke's Industrial Field



# Evergreen Cemetery

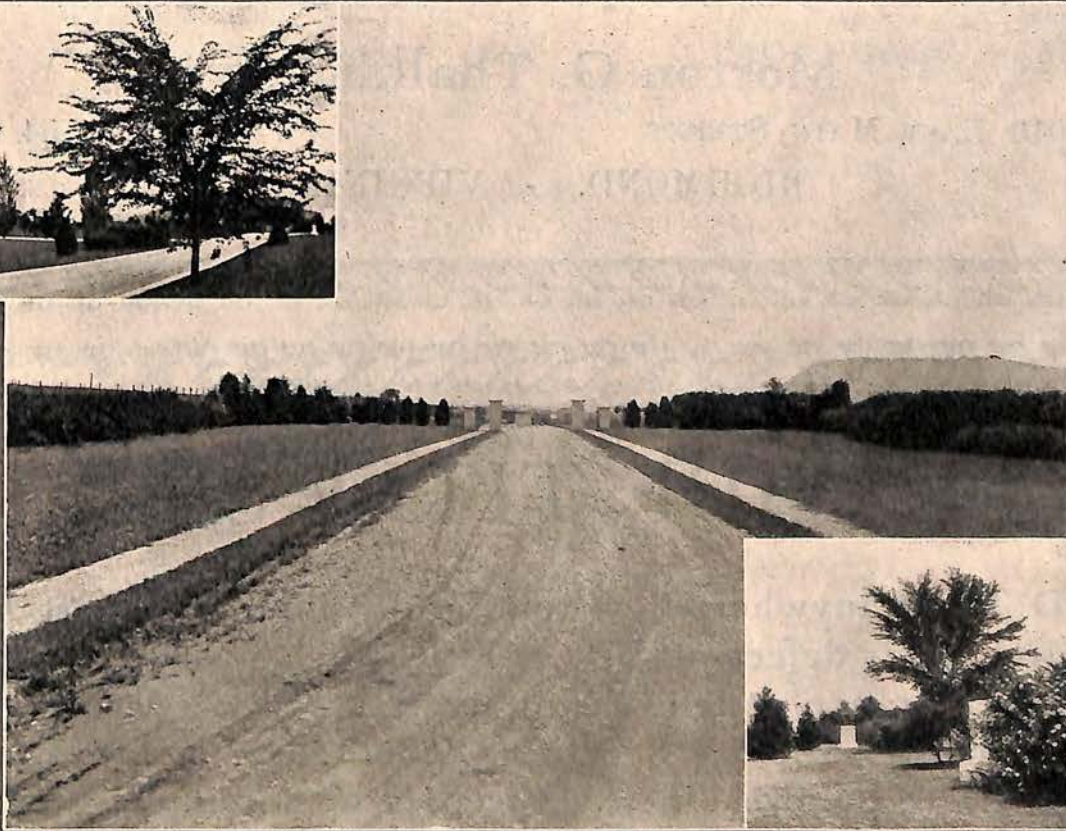
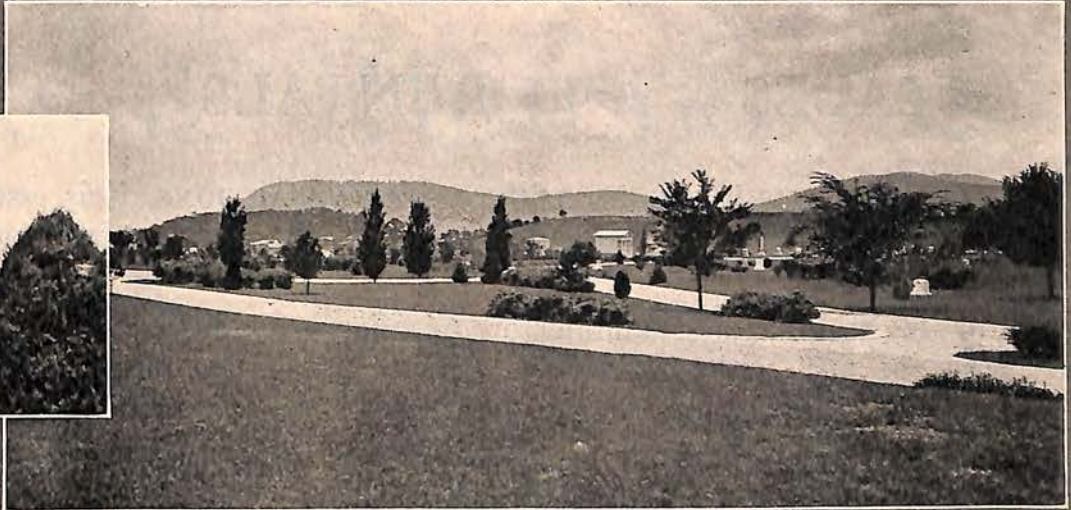


Photo by Davis.



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The undersigned, special committee appointed by the Roanoke Real Estate Board to arrange and issue this special Roanoke number, wish to take this occasion to express their gratitude for the hearty cooperation afforded by those industries and individuals who believed in the project and assisted it to success.

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