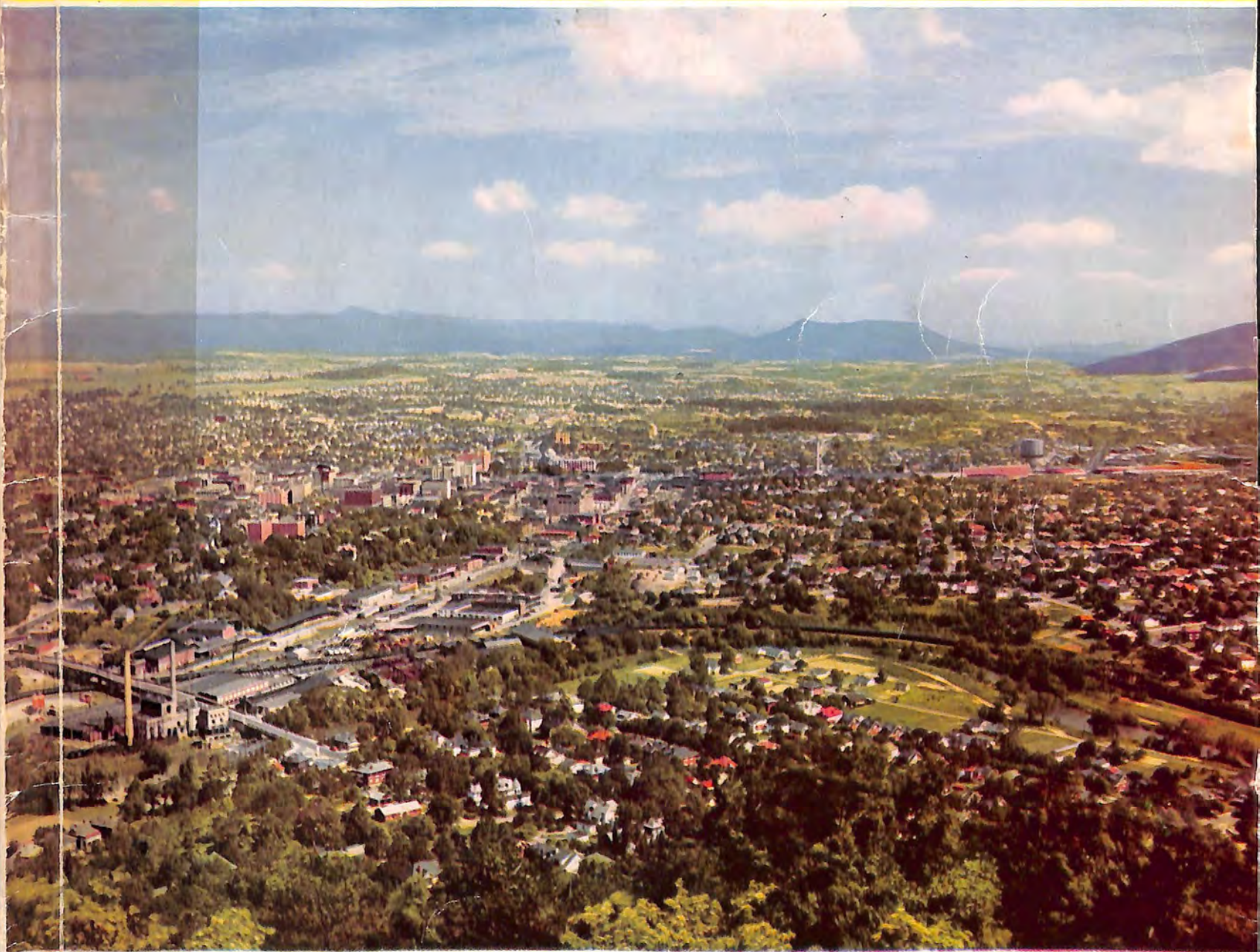


HISTORICAL PROGRAM

ROANOKE DIAMOND JUBILEE

CELEBRATION JUNE 14-23, 1957



Roanoke Valley as seen from Mill Mountain

SEVENTY-FIVE YEARS OF MAGICAL GROWTH

1882 — 1957

Once upon a time . . .

Once upon a time (for that's how all good stores as well as good stories start), there was a new little store opened in a city which everybody said was a magic city for growth and a wonderful city in which a sound business could succeed. This was a food store, and its name was Mick-or-Mack.

Now lots of folks ask us where in the world did we get such a name. Well, in Ireland they call it MICK, and in Scotland they call it MACK. We have a bit of both in our blood, so we decided to give you a choice. We also say that Y-O-U show the finest traits of both these fine countries when you shop at Mick-or-Mack . . . the shrewdness of the Irish, plus the thriftiness of the Scotch!

(Sometimes we overhear us being called "Micky-Mack", and that's all right too!)

This little store, like Jack's beanstalk, grew and grew. Every day more and more people came and bought their foods. Why? Because it was fed and watered and carefully watched by the people who were interested in it—by the folks who had a vision and a dream—by home-town folks who wanted to build a business for our community which would be an asset and a help . . . a business that people could trust . . . a place where people could get the finest and best-known brands of merchandise at fair prices and where they would be served by home-town folks who have a genuine and sincere interest in their neighbors and their neighbors' food needs.

Pretty soon after the little store opened, however, there came about a world-wide economic disaster called a "depression." It bit deep. For a little while the little store almost didn't live. Dr. Dun and Dr. Bradstreet kept a strict chart of its illness, and many times they shook their heads sorrowfully and thought surely it would not last through the month. Yes, the little store was mighty sick—it shivered and shuddered and shook—but by luck and by pluck and by the confidence of the people who liked the way they were treated when they shopped at the store, it came through all right. The owners had to borrow money—were sometimes late paying bills—didn't always get a salary check on time—lay awake nights wondering if the vision, the ideal, the dream could come through. But it did come through, and it grew stronger and stronger.

After a while the little new store had a sister—then another—and another. And each year, those sister stores got a little bigger—and bigger—and bigger. (There's another sister store coming soon now—it'll be the biggest yet!)

The little store is glowingly happy to have lived for more than 30 years—to have served its friends and neighbors—to have gained their confidence and business—to have contributed through its people and its profits to the success and stability of its community—to have shared its profits through S. & H. Green Stamps for almost seven years—to have weathered a major depression, a world war, an uneasy peace, and the troubled times that have bothered us all—to have withstood keen and tremendous competition of much bigger people—to have accomplished (with the help of God and the confidence of our friends) a great deal of the goal we have sought . . .

Thank you for your part in our growth.

MICK-OR-MACK

STORES CO., Inc.

THE
**ROANOKE
DIAMOND
JUBILEE**



**SOUVENIR PROGRAM
AND HISTORY**



CELEBRATING SEVENTY-FIVE YEARS
OF PROGRESS

JUNE 14-23, 1957

ROANOKE PUBLIC LIBRARY

VIRGINIA ROOM

REFERENCE

NOT TO BE TAKEN FROM THIS ROOM

Miss Diamond Jubilee



HARRIS STUDIO

BARBARA BOITNOTT

Princesses in the Queen's Court

GEORGIANA MOORMAN
PEGGY PELTIER
SOPHIE VURNAKES
JO ANNE LANTZ
ROBERTA FARIES

PAT MEDLEY
JOANNE MCQUILKIN
BARBARA MURRAY
SHIRLEY WOOD
MARY JO STOKE

LINDA RADER

Miss Shenandoah Valley

V REF
917.5597
R531di



HARRIS STUDIO

EDWINA WERTZ

Princesses in the Queen's Court

EVELYN SMITH
SHIRLEY THOMAS
BETTY WILLIAMSON
MOZELLE FALLIGANT
ANITA COX
JUNE BUCHANAN

NANCY CARROLL
HESTER WEBB
JEANNETTE WEAVER
BETTY OVERSTREET
SHELVA PAINTER
SHARON WARDEN

SUZANNE WARDEN

DIAMOND JUBILEE SPECIAL EVENTS

Friday, June 14, "Premiere Day"

Time	Event	Location
9:00 A. M. to 9:00 P. M. (Daily)	Children's Zoo	Mill Mountain
10:00 A. M. to 5:00 P. M. (Daily)	Registration, Homecoming Booth	Jubilee Headquarters
12:00 Noon	Official Opening of the Diamond Jubilee by Mayor Walter L. Young	City Hall
12:00 Noon	Official Unveiling of Merchants' Historical Window Displays	Shopping Areas
12:00 Noon	Jubilee Midway	Victory Stadium
7:30 P. M.	Jubilee Band	Victory Stadium
7:30 P. M.	Jubilee Chorus	Victory Stadium
8:15 P. M.	Premiere Performance "RISING STAR"	Victory Stadium
8:30 P. M.	Crowning of Queens and Presentation of Queen's Court by Mayor Walter L. Young	Victory Stadium
10:00 P. M.	Fireworks	Victory Stadium

Saturday, June 15, "Governor's Day"

10:00 A. M. to 5:00 P. M.	Registration, Homecoming Booth	Jubilee Headquarters
10:00 A. M.	Merchants' Jubilee Programs	Shopping Areas
11:00 A. M.	Dedication of Hunter Memorial Bridge	Jefferson St. and Salem Ave.
12:00 Noon	INDEX '57 Opens (Mammoth Industrial Exhibit)	Victory Stadium
12:00 Noon	Governor's Luncheon and Jr. League Fashion Show	Hotel Roanoke
12:00 Noon	Jubilee Midway	Victory Stadium
2:45 P. M.	Stupendous Historical Parade	Downtown Area
4:00 P. M.	Governor Officially Opens INDEX '57	Victory Stadium
7:30 P. M.	Jubilee Band and Chorus	Victory Stadium
8:00 P. M.	Governor Stanley Greetings	Victory Stadium
8:15 P. M.	Second Performance, "RISING STAR" Crowning of Queens by Governor Stanley and Representative Richard H. Poff	Victory Stadium
9:00 P. M.	Jubilee Ball	American Legion Auditorium
10:00 P. M.	Fireworks	Victory Stadium

Sunday, June 16, "Religious Heritage Day"

Morning	Diamond Jubilee Theme in all Area Churches	
2:00 P. M. to 6:00 P. M.	INDEX '57	Victory Stadium
8:15 P. M.	"Our Religious Heritage" Interfaith Service—The significance of religion in the Development of America The Roanoke Symphony Orchestra, Gibson Morrissey, Director The Diamond Jubilee Chorus The Diamond Jubilee Band, Jerry White, Director The combined choirs of all area churches Dramatic presentations of the Three Faiths written by Kermit Hunter	Victory Stadium

SPECIAL EVENTS—(Continued)

Monday, June 17, "Festival of Music Day"

10:00 A. M.	Registration, Homecoming Booth	Jubilee Headquarters
10:00 A. M.	Merchants' Jubilee Programs	Shopping Areas
12:00 Noon	INDEX '57	Victory Stadium
12:00 Noon	Jubilee Midway	Victory Stadium
12:00 M to 4:00 P. M. (Daily)	Fine Arts Show	Garden Club Center Elmwood Park
1:00 P. M.	Time Capsule Ceremonies By Roanoke City Council	Public Library Elmwood Park
7:00 P. M.	Preliminaries of Diamond Dandies Beard Growing Contest	(To be Announced)
8:15 P. M.	"Music Under the Stars" (A night of music for all) The Roanoke Symphony Orchestra, Gibson Morrissey, Director Woody Herman and his Orchestra The Diamond Jubilee Band, Jerry White, Director The Addison High School Singers Ballet Dancers from the Floyd Ward School of Dancing Instructors from the Fred Astaire and Arthur Murray Dance Studios The Diamond Jubilee Chorus	Victory Stadium
9:45 P. M.	Fireworks	Victory Stadium
10:00 P. M.	Diamond Dandies and Jubilee Belles Dancing to the music of Woody Herman and his orchestra	Victory Stadium

Tuesday, June 18, "Industry and Railroad Day"

10:00 A. M.	Registration, Homecoming Booth	Jubilee Headquarters
10:00 A. M.	Merchants' Jubilee Programs	Shopping Areas
11:30 A. M.	Industrial Parade	Downtown Area
12:00 Noon	Jubilee Midway	Victory Stadium
12:00 Noon	INDEX '57	Victory Stadium
1:00 P. M.	Reenactment of the Coming of the First Train	N. & W. Railway Station Shenandoah Ave.
2:00 P. M. to 4:00 P. M.	Open Houses at Industries	(List to be Announced)
5:00 P. M.	Preliminaries of Diamond Dandies Beard Growing Contest	(To be Announced)
7:30 P. M.	Jubilee Band and Chorus	Victory Stadium
7:45 P. M.	Presentation to Representative Employees of Industry, Clem D. Johnston Third Performance, "RISING STAR" Crowning of Queens by Clem D. Johnston and R. H. Smith, President, Norfolk and Western Railway	Victory Stadium
10:00 P. M.	Fireworks	Victory Stadium

Wednesday, June 19, "Pioneer and Homecoming Day"

10:00 A. M.	Registration, Homecoming Booth	Jubilee Headquarters
10:00 A. M.	Registration for Pioneers Only	Hotel Roanoke
10:00 A. M.	Merchants' Jubilee Programs	Shopping Areas
12:00 Noon	INDEX '57	Victory Stadium
12:00 Noon	Jubilee Midway	Victory Stadium
12:00 Noon	Preliminaries of Diamond Dandies Beard Growing Contest	City Hall
3:00 P. M.	Pioneer Tea, Buena Vista Center White Oaks Garden Club, Hosts	Buena Vista Recreation Center

SPECIAL EVENTS—Continued

5:00 P. M.	Preliminaries of Diamond Dandies Beard Growing Contest	City Hall
7:30 P. M.	Jubilee Band and Chorus	Victory Stadium
8:00 P. M.	Recognition of Pioneers, Hon. J. Lindsay Almond, Jr., Attorney General, Commonwealth of Virginia	Victory Stadium
8:15 P. M.	Fourth Performance, "RISING STAR" Crowning of Queens by J. Lindsay Almond, Jr.	Victory Stadium
10:00 P. M.	Fireworks	Victory Stadium
10:00 P. M.	Diamond Dandies and Jubilee Belles Dance, Preliminary Judging of Jubilee Belles Costumes	Merchants' Parking Garage

Thursday, June 20, "Young America Day"

10:00 A. M.	Special Playground Activities	All City Parks
10:00 A. M.	Registration, Homecoming Booth	Jubilee Headquarters
10:00 A. M.	Merchants' Jubilee Programs	Shopping Areas
10:00 A. M.	Flower Show	Garden Club Center Elmwood Park
9:00 A. M. to 9:00 P. M.	Children's Zoo	Mill Mountain
12:00 Noon	INDEX '57	Victory Stadium
12:00 Noon	Jubilee Midway—Children Half Price	Victory Stadium
2:30 P. M.	Hansel and Gretel	Jefferson High School
2:30 P. M.	Doubleheader Sandlot Baseball Game	Maher Field
7:30 P. M.	Youth Day Entertainment	Victory Stadium
8:15 P. M.	Fifth Performance, "RISING STAR" Crowning of Queens by Don Divers, V. P. I. Football Star	Victory Stadium
10:00 P. M.	Fireworks	Victory Stadium
10:00 P. M.	Teen-Age Dances	South Roanoke Park
10:00 P. M.	Teen-Age Dances	Washington Park

Friday, June 21, "Agriculture and Good Neighbor Day"

10:00 A. M.	Registration, Homecoming Booth	Jubilee Headquarters
10:00 A. M.	Merchants' Jubilee Programs	Shopping Areas
10:00 A. M.	Flower Show	Garden Club Center Elmwood Park
12:00 Noon	INDEX '57	Victory Stadium
12:00 Noon	Jubilee Midway	Victory Stadium
12:00 Noon	Exhibits by Agricultural Organizations	Victory Stadium—National Guard Armory Exhibit Hall
7:30 P. M.	Presentation of 4-H Club Awards by Senator Harry F. Byrd "Country Style" Music and Dancing	Victory Stadium
8:15 P. M.	Sixth Performance, "RISING STAR" Crowning of Queens by Senator Byrd	Victory Stadium
10:00 P. M.	Fireworks	Victory Stadium

Saturday, June 22, "American Heritage Day"

10:00 A. M.	Registration, Homecoming Booth	Jubilee Headquarters
10:00 A. M.	Merchants' Jubilee Programs	Shopping Areas
12:00 Noon	INDEX '57	Victory Stadium
12:00 Noon	Jubilee Midway	Victory Stadium
2:00 P. M.	Parade—Armed Forces, Patriotic, and Veterans Organizations	Downtown Area
7:30 P. M.	Jubilee Band and Chorus	Victory Stadium
7:45 P. M.	Finals—Diamond Jubilee Beard Growing Contest and Jubilee Belles Costume Contest	Victory Stadium
8:15 P. M.	Seventh Performance, "RISING STAR" Crowning of the Queens	Victory Stadium
10:00 P. M.	Fireworks	Victory Stadium

The Roanoke Diamond Jubilee, Inc.

and

Citizens and Friends of the Star City

present

"Rising Star"

A

JOHN B. ROGERS PRODUCTION

VICTORY STADIUM

ROANOKE, VA.

June 14, 15, 18, 19, 20, 21, 22, 1957

8:15 P. M.

HELEN ROBERTSON, *Organist*

JERRY WHITE, *Band Director*

JOHN B. ROGERS STAFF

JAMES MACE. *Promotional Director*

LOYD SPANGLER. *Producer*

MARY SPANGLER. *Associate Director*

DICK SCHWAB. *Associate Director*

"Rising Star"

PROGRAM

SALUTE TO HER MAJESTY

Through an avenue of flags come many gracious bearers of good will to honor THEIR HIGHNESSES AND THEIR COURTS. All bow in attendance as MISS ROANOKE DIAMOND JUBILEE and MISS SHENANDOAH VALLEY are crowned QUEENS OF THE ROANOKE DIAMOND JUBILEE OF 1957.

AN AMERICAN STORY

This is the story of Roanoke and her people . . . an epic of courageous men and women who carved from a wilderness their homes . . . and built the STAR CITY.

SYNOPSIS OF SCENES

"The Red Men Camp At The Big Lick"

The Roanoke story begins with the historic American Indians. Here camped tribes of the Cherokee and Shawnee nations to hunt the buffalo, deer and elk attracted to the region by the big salt lick. Here they pitch their tepees, in this land of their fathers. They hunt, feast and follow the pursuits of free children of nature . . . warring when intruded upon . . . closing the conflict with peace pipe. We glimpse an Indian camp in the early part of the 17th century and see a ceremonial dance to their Great Manitou who dwells in the sun . . . that they may have good hunting.

"The White Men Invade"

Here the Red Man lived through centuries of summers and snows . . . but his way of life is soon to change. The Spanish have landed to the south and push northward . . . The English have settled at Jamestown and are pushing westward . . . and the French have declared themselves in possession of Canada and this territory and send forth missionaries to Christianize the Red Man.

"White Men To The Big Lick"

Governor Berkley of Williamsburg . . . colony of King George of England . . . sponsors expeditions westward.

1671 . . . Explorers and Traders under the auspices of Abraham Wood of Fort Henry arrive. Thomas Batts and Robert Fallam record in their log a description of the "Blue mountains and the snug, flat valley beside the upper Roanoke River."

1716 . . . Governor Alexander Spotswood of the "Royal Province of Virginia" comes from Williamsburg with his "Knights of the Golden Horseshoe" to view the valley. He is convinced of the almost limitless good land for settlement.

"Our First Settlers"

The Pioneers come . . . Vanguard of a stream of hardy men and women from Pennsylvania . . . others from eastern Virginia . . . Strong, fearless intrepid men and women . . . seeking a home and independence in a howling wilderness . . . surrounded by savages who fiercely resent the white invasion of their hunting grounds.

"Ambush"

The Blue Ridge becomes Virginia's most dangerous frontier. The French enlist the aid of the Indians to stem the flow of settlers sponsored by the English Crown. Governor Dinwiddie sets up a chain of forts to protect the settlers. George Washington is commissioned a Colonel in the British forces and placed at the head of the Virginia militia. He arrives to inspect Vause's Fort, and outwits the Indian Chief who seeks the fortune his scalp will bring as bounty from the French.

"Attack"

The French incite the Indians to the tomahawk and torch against the settlers in the valley. Cabins are burned . . . crops destroyed . . . and the settlers hasten from their scattered cabins to seek refuge in the McAfee block-house. The bronzed warriors attack in all their fury . . . but the settlers are a hardy lot and are not to be driven from their new land . . . These are our Ancestors!

"RISING STAR" PROGRAM—(Continued)

"Battle Flags Fly"

The two great nations... England and France... clash over the rich wilderness... the Red Man is a pawn in the battle of nations. All lands east of the Mississippi go to the victor... The British!

The colonies grow and expand... the rich soil of the valley is tilled... the wilderness is giving way to rich farm lands. England becomes greedy... taxes unbearable... Patrick Henry denounces the policies of the Mother Country... pleads for Military preparedness... Declaration of Independence!... Revolution!... A new Flag Flies!... Conflict!... The British Surrender!... The Stars and Stripes fly over the Valley!

"The White Men Camp At The Big Lick"

The desire for expansion takes root... A white tide rolls westward... the Indians retreat before it. On their trail follow courageous settlers from across the mountains in search of homes... They camp at the Big Lick, but find that all home sites are taken... so it's back to the Wilderness Road and on to Kentucky and Tennessee; for, since before the Revolutionary War some thirty farmers hold grants to the land around the Big Lick, where the settlements of New Antwerp... Spotts... Pates... have given way to the town of Gainsboro.

"Spires In The Valley"

The settlement of the valley was also a religious crusade. To the Lick came Presbyterians, Baptists, Dunkards, Lutherans, Methodists and others;... to gather in private homes, or even barns, for devotions. Later on, on the David Reed land, rose a little brick church where many denominations met. To this "Tinker Creek Church" came visiting ministers of the day such as the Reverend Nicholas Cobbs from Bedford. From this simple "Free Church" have risen the spires of many churches of all faiths that dot our region... strong and united in the Faith of their Fathers.

"The Iron Horse to Big Lick"

Hurry up, Folks, or you'll miss all the excitement... They've finished the railroad and the first train is scheduled to arrive today! The Virginia and Tennessee Railroad has finished laying track from Lynchburg to Big Lick... the faithful "Old State" is making its last run... there's lots of betting going on for the stage is racing the train... Big Lick is really on the map, now!

"War Between The States"

The Valley basks in prosperity... then the issue of States Rights arises... Dissension in the Union... Secession! WAR BETWEEN THE STATES!

There are mixed emotions in Big Lick... the railroad is destroyed and Big Lick lies cut off from the rest of the outside world... twice the area around Big Lick is pillaged.

Months slip slowly by into years... the end comes on April 9, 1865... and the boys come home... not all who proudly marched away, for many sleep a long sleep.

"Good Times Again"

1870... the people of Roanoke County return to the even tenor of rural life and there is time again for good fun for all. Pleasures are simple and include whole families... whole neighborhoods. Kind friends and good people from the countryside gather for a barn-raising... a quilting bee... picnics... barbecues... out come the ice cream freezers and the Apple Butter Making! WORKIN'... PLAYIN'... DANCING!!!

"Midnight Ride"

Big Lick has prospered... there are now new people... new enterprises. 1874... Big Lick is incorporated as a town and has elected its first mayor, Mr. John Trout.

The Shenandoah Valley Railroad pushes down the valley toward a junction with the Norfolk and Western. Big Lick is one of four possible sites for the terminal... but decisive action has to be taken fast if Big Lick is to win this plum.

The citizens in a town meeting pledge \$7,875 toward the cause and Mr. John C. Moomaw, riding all night, delivers the subscription papers to the railroad officials who declare, "Gentlemen, this brings the Railroad to Big Lick... those folks are alive... and we'll find friends there."

Big Lick changes its name to Roanoke February 3, 1882, and Roanoke is born... a little over four months later... on June 18, 1882... The Norfolk and Western runs its first train into Roanoke.

"RISING STAR" PROGRAM—(Continued)

"The Growth of Education"

Although Virginia was the first colony in America to found a free school, and to propose a system of public education, the actual development of schools in the county was a slow process.

First, the wealthy planters imported learned young men from English Universities to tutor their sons and daughters . . . then the church established parish schools under the church-state system . . . The Old Field School . . . located in an old field no longer suitable for cultivation . . . ancestor of the later public school system . . . private schools . . . academies and seminaries, . . . and in 1870, a workable public school system was launched in Virginia.

Since then we have come a long way from the three R's and today our system ranks with the finest in the country.

"At The Turn of The Century"

Roanoke was mad with excitement. Each day found some new development or venture. And in the midst of all the hullabaloo came the Gay '90's, riding in on the last days of the boom. The turn of the century, and we enter the decade of the telephone, the bicycle built for two, and the horseless carriage. Women adopt gay and fantastic fashions. It is the period of the bustle and every girl is a Gibson Girl. It is the day of the Sunday School Picnic . . . the Barber Shop Quartet. Ladies appear in "Scandalous Bathing Attire" . . . it is the day of the tintype, the handlebar mustache . . . AND ROANOKE CELEBRATES ITS TENTH BIRTHDAY . . . THOSE WERE THE DAYS!!! . . . then the bubble burst and depression hits the city . . . the get-rich-quick desert . . . workmen and their families return to the farm . . .

"Roanoke and World War I"

Peace and prosperity again reigns in the valley of Roanoke . . . in the country new methods in farming . . . in the city we again move forward . . . hospitals . . . schools . . . churches . . . and INDUSTRY!

Then a great War Cloud sweeps over Europe . . . bursts into raging conflict engulfing the world. Hands

across the sea plead for help! Roanoke, along with her nation, takes up the torch for Democracy.

"The Roaring Twenties"

With the war came the machine and with the machine comes speed and THE ROARING TWENTIES! . . . Jazz . . . Flappers . . . the Model T . . . prohibition . . . bootleggers and that national drink . . . Moonshine . . . and THE CHARLESTON.

"They March Again For Freedom"

The panic and depression of 1929 . . . Emergency measures . . . Federal Works projects . . . RECOVERY . . . Roanoke moves forward . . . Then the clouds of war again descend upon the world! Many lose their lives in unrelenting sieges throughout the world . . . but American heritages, like Valley Forge, King's Mountain and Gettysburg, do not come cheaply. Roanoke does her part in carrying the banner forward in another cause for Freedom!

"A New Frontier"

Ahead lie new frontiers . . . widening . . . expanding . . . certain to roll back before the same unquenchable spirit of which we are the heirs!

We have taken to the air . . . standing on the threshold of an atomic age, we face a new frontier . . . new forts to build . . . new trails to blaze . . . new realms to conquer . . . THE MOON? PERHAPS.

We turn our hearts to all those gallant people, whose combined and mighty efforts, bore, nursed through the years and built our City of today . . . true to the Great American Ideals of Freedom, Peace and Progress for all the world . . . for such is our Heritage . . . OUR STAR IS RISING!!!

DISPLAY OF FIREWORKS

PLEASE, FOR YOUR SAFETY, remain in the stands UNTIL THE FIELD LIGHTS ARE TURNED ON.

Special note: Costumes, Scenery, and lighting equipment are furnished by the John B. Rogers Producing Company of Fostoria, Ohio.

CAST MEMBERS OF "RISING STAR"

NARRATORS: Mrs. Genevieve Dickinson, Mrs. J. S. Felton, Mrs. Blair Pitzer, Jr., Mrs. Barbara Felton, Mrs. Janice Dominick, Mrs. Maxine Bulbin, Mack Smith, Roger Hodnett, Frank Morris, Ed Ballard, Francis Ballard, Ronnie Lindamood.

CAST COMMITTEE: Clara G. Black, Chairman—Thelma Jennings, Merle Boland, Elizabeth Allen, Hilda Larson, Bessie Welch, Betty Smith, Betty Lou Williamson, Dorothy White, Stella Millner, Sarah Walton, Margaret Edwards, Margaret Ferrell, Geraldine Prillamen, Elizabeth Robertson, Ida Bittle, Anne Stiff, Ruth Cuddington, Edith Shannon, Helen Croft, Rose Moore, June Buchanan, Fanny Boon, Mae Zerbee, Una Carter, Irene Craig, Sara Silverman, Mary Elizabeth Crook, Grace Montgomery, Inez Johnson, Florence Dawson, Edna Roberts.

COSTUME AND MAKE-UP COMMITTEE

Ed J. Gray, Chairman
Eleanor Robertson, Co-Chairman

TEAM NO. 1

Team Captain: Miss Barbara Baker—Miss Pattie Webb, Miss Barbara Hall, Miss Sandra Adkinson, Miss Kay Coleman, Miss Cindy Slaughter, Miss Kay Stewart, Miss Kim Stewart.

TEAM NO. 2

Team Captain: Miss Ellasue Carr—Mrs. W. L. Reid, Mrs. A. M. Harvey, Mrs. C. M. Andrews, Mrs. J. F. Barnes, Mrs. Dorothy Holland, Miss Gladys Scott.

TEAM NO. 3

Team Captain: Miss Betty Crockett—Mrs. Marie Turner, Miss Claudine Burnette, Miss Ruth Dickinson, Mrs. Pat Dickey, Miss Betty Heavener, Miss Laura Terry.

TEAM NO. 4

Team Captain: Miss Jackie Lilly—Miss Alice Rodeniser, Miss Gloria Tayloe, Miss Marie Harter, Miss Joan Wallace, Miss Betty Branscom, Miss Carol Foutz.

TEAM NO. 5

Team Captain: Mrs. J. W. Inge, III—Miss Ruth Spradlin, Miss Mary Frances Petty, Miss Claudine Conner, Mrs. Mary Freutel Owens, Miss Mary Louise Moyers, Miss Mary Spradlin.

TEAM NO. 6

Team Captain: Mrs. J. E. Bernard—Miss Frances Reed, Mrs. W. H. Calvert, Mrs. Albert Cook, Mrs. B. W. Aldridge, Miss Elizabeth Temple, Miss Becka Quinn, Miss Nancy Sloan.

TEAM NO. 7

Team Captain: Miss Kathryn Kesler—Miss Nancy Conner, Miss Margaret Engleby, Mrs. E. L. Baker, Mrs. Clyde Jones, Mrs. C. G. Price, Jr., Mrs. D. E. Williams.

TEAM NO. 8

Team Captain: Miss Jeaniene Ferguson—Mrs. Frances Morris, Miss Mary Frances Carberry, Miss Neil Smith, Miss Jan Smith, Mrs. Ann Fox, Mrs. Betty Wright.

GROUNDS COMMITTEE: S. J. Light, Chairman—H. L. Turner, R. R. Sutphin, J. D. Sink, C. D. Sink, C. W. Fitzgerald, Lt. Russell M. Harris.

PROPERTIES COMMITTEE

H. Stanley Bailey, Chairman

Round-Up Crew: Clyde Walker, Charles R. Garrison, Chairmen—J. William Austin, Harry T. Blackwell, Walker R. Carter, Jr., Ralph R. Cook, John M. Meloy, Jr.

Constructed Property Crew: Gilbert H. Ruston, Chairman—J. W. Biggers, C. E. Hylton, Lewis Grant, Frances Craghead, Emma Hutchins.

Handout Crew: James R. Jordan, Chairman—Guy R. Carr, Co-Chairman.

Vehicle and Livestock Crew: Cletus H. Broyles, Chairman, Johnnie Ayers, Co-Chairman—Jimmie B. Layman, Ernest Light, Lewis Franklin, Randolph Clark, James Pugh, Julius Lavine, Harry Hash, James Taylor, Carl Smith, W. P. Lane, B. A. Bowles, John Carper, Robert Lemon, Joe Jernell.

PROLOGUE

Group Sponsored by: William Byrd High School, St. Andrew's Catholic School, Jefferson Senior High School, Stonewall Jackson Junior High School, William Fleming High School, Classroom Teachers of Roanoke City, Monroe Junior High School, Woodrow Wilson Junior High School, Our Lady of Nazareth School.

Those in Charge of Groups: Joyce Wright, Mrs. Wm J. Powers, Sadie D. Cote, Guy Buford, Sarah Walton, Mary K. Anderson, Mrs. R. G. Cash, Mrs. E. L. Bayse, W. B. Van Lear, Mrs. F. E. Bowles, Jr., Mrs. Fred Dew, Mrs. Ed Warren, Nannette Enloe, Mrs. Roy L. Webber, Mrs. R. F. Epperson, Mrs. Alton Robertson, Mrs. Earl T. Musselman, Mrs. T. W. Fore, Mrs. George Roupas.

Trumpeters: Pat Miller, Janice Ann Wade, Rena Mickey.

Sailor Girls: Rachel Ferguson, Beverley Bushong, Joyce Hogan, Joyce Altice, Shelby O'Bryan, Rebecca Underwood, Beatrice Wilson, Joyce Webber, Shirley Wray, Joyce Wright, Sandra Silver, Brenda Caldwell, Barbara Milton, Barbara Wilson, Wanda Williams, Joyce Hudson, Becky Boxley, Barbara Bolster, Joyce Young, Betty Fitzpatrick, Wanda Robertson, Judy Robertson, Norma Jean Abbott, Kathryn Shelton, Peggy Miles, Nancy Kingery.

America's Attendants: Brenda Virts, Linda Drescher, Gladys Brillhart, Margie Givens, Pat Lovell, Rosalyn Murray, Phyllis McDaniel, Carolyn Collins, Connie Grubb, Shirley Carr, Faye Johnson, Barbara Bowles, Linda Evans, Judy Robertson, Judy Gilbert, Sandra Dew, Carolyn Pilla, Jackie Tinsley, Mary Courtney, Addie Lee Edwards, Alona Hurden, Virginia Hill, Carolyn Thomas, Nancy Ross, Verone Spradlin, Brenda McFarland, Joan Jackson, Linda Poff, Rebecca Prdue, Annette Lucas, Nancy Garland.

Attendants to United Nations: Marnee Paige Slate, Virginia Craddock, Mary Craddock, Beverly Zack, Peggy Warrell, Gayle Anderson, Sharon Wickes, Jean Fisher, Janet McKenna, Jean McKenna, Linda Fulton, Carol Quinn, Mary L. Driscoll, Helen O'Neal, Joyce Najum, Linda Turk, Martha Susan Bentley, Sheild Carney, Suzanne Worley, Mary Agnes Ribble, Gloria Zyla, Mary Ann Ritchie, Mary Ann Eive, Cheryl Nash, Diane Copt, Pat Lynch, Marion Levin, Nancy Lee Drewery, Sharron White, Becky Stinnett, Elaine Hatcher, Jeanne Simmons.

Princess of France and Attendants: Bunny Stradley, Betty Bondurant, Sally Rushton, Barbara Gwelpa, Carolyn Epperson.

Princess of Spain and Attendants: Betty Jo Patsel, Ellen Stephens, Libby Yeager, Carol Cundiff, Crystal Dillon, Cecelia Stiff, Rebecca Yarbrough.

Princess of England and Attendants: Judy Armstrong, Mary Ann Barker, Verlyne Simmons, Betty Arthur, Joyce Morgan, Roslyn Pierce, Darlene Brown, Almira Lilly, Janice Vandegrift.

Princess of Colonies and Attendants: Darlene Igo, Brenda Waldron, Seattle Hurden, Barbara Cash, Sandra Thomas, Peggy Warren, Dian Colbert, Shelby Thurman.

Princess of Confederacy and Attendants: Cletta Deverle, Diane Guilliams, Sandra Hodges, Martha Ann Miller, Lois Virginia Reese, Carol Beth Sedanko, Bonnie Bayse, Judy Miller, Jane Pace.

CAST MEMBERS OF "RISING STAR"—(Continued)

PROLOGUE

Princess of Union and Attendants: Norma Smith, Reka Lavinder, Marynell Roberts, Gladys Hilda Webber, Loretta Eggers, Judy Holliday, Christy Potts.

Girl Scouts: Evelyn Joyce Musselman, Leila Jean Hancock, Marleine Fore, Bonita Ferguson, Sheron Divers, Sue Palmieri, Ginger Kefauver, Louise Thompson, Iris Goode, Susan Quam, Judy Umberger, Frances Geraldine Catron, Martha Jane Dooley, Alice Lynch, Gail West, Gynetha Coxwell, Judy Williams, Renee Oswald, Carolyn Law, Wanda Wallace, Sue Neff, Rebecca Brown, Judy Scott, Pat Roupas, Janet Adams, Susan Markley, Betty May Aydtlett, Mary Ann Ritchie, Linda Antol, Judith Markley, Cheryl Peters.

INDIAN SCENES

Groups Sponsored by: Carpenter's Local Union No. 319, Y. M. C. A., Christ Episcopal Church, High Street Baptist Church, Woodmen of The World, Diamond Dandies, Meador and Greer Lock and Gun Smiths, United Commercial Travelers, Bethany Christian Church, P. T. A. Alliance.

Those in Charge of Groups: Richard H. Taylor, D. E. Jones, H. E. Figgatt, Arthur A. Gebhard, Jr., W. C. Greer, Wray P. Meador, Mosie P. Lovern, D. O. Arnold, Ralph A. Woods, Mrs. A. H. Bailey, Percy T. Keeling, Norman Brower, Mrs. Christine Spurlock, Mrs. Bertha White, Mosie P. Lovern.

Indian Chiefs: George Lawrence, John Holland, Harrison Dennis, Percy T. Keeling.

Indian Dancers (Women): Brenda L. Stewart, Gloria Swanson, Louise Thornhill, Donna Boisseau, Eloise Rucker, Sandra Lee Jones, Shirley Hicks, Connie Jones, Carolyn Crenshaw, Sue Ann Dudley, Marie Campbell, Darthula Barlow, Rochelle Petty, Mary Welcher, Frances H. Blaney, Dorothy Caldwell, Jaclyn A. Webb, Norvella Coles, Baroness Quarles, Gloria White, Annette Johnson, Louise Bond, Rachel Otey, Betty Womack, Mary Bolden, Brenda Price, Ann Thaxton, Joan Thompson, Norma Houston, Audrey Thornhill, Jacqueline Turner, Sonya Muse, Barbara Steptoe, Dorothy Meadows, Martha Blake, Delores Simms, Beatrice Brown.

Indian Children: George Lawrence, Julia Marie Bailey, Ernest Poe, Purity Poe, Joyce Bolden, Betty Holland, Norma Jones, Nancy Fears, Joyce Dennis, Rebecca Dennis, Mary Dennis, Cordelia Boland, Brenda Powell, Bonnie Powe, Debbie Powell, Angela Thomas, Dianne Oliphant, Susan Oliphant.

Indian Brave Dancers: Bobby Lee Williams, David Lee Thomas, Johnnie Haganes, Norman Brower, Lewis Hayden, William Penn, Raymond Perry, Richard Bond, Clayborn Hale, Gary Penn, John Robertson, Nelson Reid.

Indian Women: Helen McNair, Mrs. Helen Neal, Mrs. Loraine Crump, Mrs. Marionnett Sprauve, Mrs. Augusta H. Bailey, Mrs. Julia Poe, Miss Julia Marie Bailey, Mrs. Dorothy Payne, Mrs. Grace H. Nelson, Mrs. F. O. Pendleton, Mrs. Daisy Cannaday, Mrs. Clara C. Buckley, Mrs. Maude Davis, Dorothy Meadows, Mrs. Nannie B. Smith, Mrs. Carrie Thomas, Mrs. Jeanette Saunders, Mrs. Alma Wingfield, Mrs. Bessie Moorman, Mrs. Vivian Pennix, Mrs. Doris Witcher, Dollie M. Robinson, Constance Johnson, Edna Otey, Mrs. Gwendolyn Lawrence, Mrs. Pearl Galloway, Mrs. Nannie Smith, Mrs. Dorothy Holland, Mrs. Marilyn Curtis, Mrs. Virginia Thaxton, Miss Margaret Monroe, Mrs. Felicia Porter, Mrs. Louise Dennis, Mrs. Beatrice N. Mitchell, Elizabeth Hairston, Mrs. Pearl Fears, Mrs. Bernice Holland.

Indian Braves: Samuel Bolden, Howard Divers, Gilbert March, Charles Scott, Jack Gilmore, Marshall Wood, Richard Rice, Bobby Williams, James Goode, Harry Blake.

Spanish Soldiers: W. R. Graves, E. L. Jones, John H. Brooks, Walter R. Poff, Edward N. Crowder, William Wood, Jr., S. B. Stone, M. E. Hutcherson, Hugh Woodson, James C. Self, Frederic A. Woodson, L. E. Gibson, Arthur A. Gebhard, Jr., W. E. Campbell, Carl B. Woodson.

Jamestown Couples: Meredith S. Wood, Mrs. Meredith S. Wood, Clarence R. Montgomery, Mrs. Peggy Montgomery, W. E. Fitzgerald, Mrs. W. E. Fitzgerald, Wm. L. Myers, Mary Stuart Myers, Frank Mowles, Rachel Mowles, Marcie Smith.

Jamestown Children: Don Wood, Lew Wood, Alan Montgomery, David Montgomery, William R. Fitzgerald II, Gene Marie Fitzgerald, Mary Lee Myers, William S. Myers, Bettina Mowles.

French Soldiers: Otha Swanson, J. E. Dudley, Herbert H. Hamlett, Leon Atkins, C. D. Burrows, Lawrence L. Toms, Peter C. Adamson, J. E. Vinyard, S. L. Wood, E. V. Poff, Jr., Gary Wintermyer, Clifton Bush, Garford R. Metz, William C. Coleman, John R. Holle, Maurice H. Wilbur, Jr., J. M. Custer, J. L. Blankenship.

French Priests, George Washington, Andrew Lewis, William Preston: Mosie P. Lovern, Garvice E. Jones, Robert L. Sanders, James A. Semones, Ray C. Kane, Jack L. Mills, T. Marvin Wells, Jesse G. Brittain, Norton C. Layman.

British Soldiers: Ralph A. Woods, G. B. Harless, W. O. Sexton, Robert Lee Campbell, Frank Woods, A. J. Sprinkle, L. A. Huff, F. L. Showalter, E. L. Smith, George M. Martin, A. R. Link, O. M. Jennings, B. J. Shinault, J. A. Walls, E. E. Orange, C. L. Whitaker, James L. Chitwood, Emmett E. Ratcliffe, Harold J. Elmore, James E. Stern.

Explorers: E. J. Thomas, Jr., C. E. Beard, T. J. Mullen, W. C. Patterson, J. T. Patterson, Kerry E. Sink, F. G. (Pat) Morgan, C. M. Ferguson, Wray P. Meador, W. C. Greer, E. F. Shrader, Fred J. Avery, Jim Hallis, Moroni C. Green, Ellis J. Howell, Lewis M. Saleeba, James D. Meador, Jr.

American Revolutionary Soldiers: Thomas A. Brown, Aubrey C. Gearhart, Clarence W. Gordon, James O. Boone, Harry L. Jennelle, Charlie E. Harris, W. N. Martin, R. O. Franklin, Charles Henritze, George W. Dyer, Jr., Tommy Munson, Buddy Hedge, Jim Moses, Garland L. Garrett, W. C. Meinel, L. F. Bruney.

EARLY AMERICAN AND COLONIAL SCENES

Group Sponsored by: Opti-Mrs. Club, Optimist Club, B'nai B'rith, Burlington P. T. A., L.O. O. M., Jubilee Chorus, William Fleming High School, Beta Sigma Phi, Diamond Dandies, Business and Professional Women's Club.

Those in Charge of Groups: George G. Bent, Jr., Sol S. Katz, Roslyn Katz, Mrs. Herman Black, Lee R. Hamlet, Gary Lee, Bob Dowdy, Beverly S. Martin, Yvonne Massey, Charles H. Eiffert, Jr., David J. Shannon, Vivian Graybill, Mrs. J. M. Bandy.

Early American Women: Miss Sandra Flora, Mrs. A. E. Snyder, Mrs. Lee A. Wood, Mrs. Howard E. Sigmon, Mrs. Charles C. Bova, Mrs. Margaret Carter, Mrs. George G. Bent, Jr., Susan Flora, Mrs. Roslyn Katz, Mrs. Florence Thames, Mrs. Bernice Shapiro, Susan Thames, Mrs. Sam W. Scott, Mrs. Paul Black, Miss Jean Mitchell, Miss Frances Black, Mrs. Herman Black, Mable Jones, Clarice Alls.

Early American Men: Sol S. Katz, Ira Katz, Sammy Scott, LeRoy R. Hamlet, Forrest C. Flora, A. E. (Bert) Snyder, Lee A. Wood, Raymond Muse, Charles C. Bova, Howard E. Sigmond, George G. Bent, Jr., Sibyl G. Stump, George Pickard, Sam W. Scott, Paul Black, Donald Mitchell.

House of Burgesses Men: Charles A. Eiffert, Jr., E. B. Luger, T. J. Hillman, W. D. Craghead, Sr., Richard E. Echols, Irvin Bauman, Ray W. Fuller, A. N. Cantrell, Stephen M. Kincer, William L. Law, Jr., Harry V. Chappelear, Bennie F. Kibler, Robert L. Hill, Dave Shannon.

Colonial Scene (Women): Nellie Bernard, Nancy Dowdy, Mrs. Leawood Turner, Elsie Neathawk, Jeanne M. O'Brien, Beverly S. Martin, Kaye Ashwell, Fran Murray, Nancy C. Leonard, Yvonne Massey, Patsy Light, Donna McFarland, Kay Coleman, Barbara Baker, Donna Tankersley, Susan Gineti, Vivian Graybill, Mary Ann Parks, Jeanette Love, Dink Whitlock, Carolyn Jones, Sandra Turner, Helen Gray McIndoe, Lula Lee Huggins, Rebecca Newman, Lucille Bandy, Mrs. Willie Jenkins, Mrs. Edward Jenkins, Mrs. Charles Leech, Margaret Leech, Mrs. Joseph Bandy.

CAST MEMBERS OF "RISING STAR"—(Continued)

Colonial Men: Gary Lee, Cecil Higginbotham, Thomas Gesiner, Jimmy Rector, Michael Steele, H. C. Turner, Michael D. Cundiff, Henry R. Kiser, Jr., D. L. Buckingham, D. L. Dowdy, Robert Huggins, Paul F. Willard, Wilfred C. Light, Ernie Birge, Willie Jenkins, W. D. Craghead, James Bandy, Roy B. Huffman, Charles Leech, Joseph Bandy, Joey Bandy.

PIONEER AND CHURCH SCENES

Group Sponsored by: Central Church of the Brethren, Virginia Heights Baptist Church, Beta Sigma Phi.

Those in Charge of Group: Mrs. Elizabeth D. Robertson, R. J. Hess, Lorena Terry.

Pioneer Women: Lorena M. Terry, Frances L. Wilmer, Evelyn M. Fulcher, Jeanne Butcher, Margie Fisher, Dorothy J. Nichols, Claudine Conner, Juliet Ring, Dorothy McCormick, Ruth Cummings, Mrs. Rawley Turner, Mrs. Virginia Hoffman, Mrs. H. W. Crenshaw, Mrs. C. Rudy Rohrdanz, Ann Marie Fulcher, Betty Jane Hoffman.

Pioneer Men: Lawrence W. Wilmer, Jack Butcher, Harry C. Walton, Lee Fulcher, Everett C. Fisher, Flem Ring, H. W. Crenshaw, Grey Gregory, Rawley Turner, C. Rudy Rohrdanz, Ashton Leigh Nichols, Ranny Nichols, Martin Ring, Rawley P. Turner, Philip Turner, David Lee Fulcher, Freddy Rohrdanz, Temple Ring.

PIONEER SCENE

Church Men Group: Bill Meador, Leon C. Michael, W. M. Bryant, H. G. Duncan, Wreford Meador, Willis Bateman, Ralph E. Shober, Norman Alarie Woods, William T. Fleshman, Frank White, Russell J. Hess, Joseph C. Hawley, Carey B. Washburn, Clyde E. Hylton.

Church Women Group: Mrs. Sue Michael, Mrs. Milbry Flora, Mrs. W. H. Meador, Barbara Meador, Patricia Duncan, Mrs. Edna Duncan, Mrs. Eunice Bateman, Mrs. W. M. Bryant, Sue Earle Flora, Kay Bateman, Trudy Bateman, Pam Bateman, Anna Lee Hess, Maude Garst White, Lorraine Kipps, Frances Lowe Fleshman, Mary Simms Wheby, Joyce Oliva Fuller, Mrs. Clyde E. Hylton.

OLD-FASHIONED SCENES

Groups Sponsored by: Hadassah, Appalachian Electric Power Company, Jefferson High School Choir, Garden City Baptist Church, Bowman's Bakery, Home Beneficial Life Insurance Company, Terrace Inn.

Those in Charge of Group: Mrs. Lake Rosenberg, Helen Young, Susie McQuilkin, Elmer C. Carter, Raymond R. Paulin, George A. Walsh, T. A. Pentecost.

Old-Fashioned Women: Mrs. Ruth Wilkins, Mrs. Wendell R. McCarty, Mabel A. Ferguson, Geraldine Culbertson, Norma F. Johnson, Virginia Ayers, Bernice Crowe, Nancy Grady, Elsie C. Mayfield, Carolyn Powell, Joanne McQuilkin, Susie McQuilkin, Patricia Dooley, Pamela Miller, Constance Anderson, Bunny Stradley, Patricia Anderson, Leonita Pagenhardt, Joyce O. Fuller, Sherry Mayfield, Danna Wilkins.

Old-Fashioned Men: Wendell R. McCarty, Otey M. Fulp, William C. Johnson, Percy M. Ayers, Jess Gunnell, Jerry L. Dodson, Ronald L. Mayfield, Phil Cutright, Mike Breslin, Johnny Economy, Richard Chappell, Winston Plymale, Don McDaniel, Ronnie Pharr, Don Perdue, Howard T. Fuller, Jr., Ronnie Mayfield.

OLD-FASHIONED SCENES

Confederate Soldiers: Elmer C. Carter, Joe N. Little, David Lee Combs, W. Larry Edwards, William J. Brandow, Harry E. Burisch, Willie B. Phillippi, C. M. Guiliams, W. B. Webb, Donald E. Dame, Saunders Guerrant, Cecil Short, William Zenas, Jacob Berry, Edward Lee Wood, Shirley M. Musselman, Ernest E. Gordon, Howard T. Fuller, Sr., J. F. Patterson, Levie V. Starr, Tony Lee Reynolds, Richard Vest, T. Amos Curtis, Andrew Webb, J. A. Shepherd.

Federal Officer and Soldiers: George A. Walsh, William K. Doss, Stafford J. Nolen, Gene R. Nolen, W. G. Blevins, W. L. Pate.

Lincoln and Federal Soldiers: B. D. Fritts, B. H. Barrett, L. E. Webber, W. D. Burkes, E. H. Rogers, Roscoe Turner, Charles Aesy, Jr., Leslie (Red) Boston, John B. St. Clair, Clifford E. James, Weldon A. Lutz, Walter B. Pentecost, J. D. Roberts, Carl Horne, Alfonso Brooks, R. I. Cromer, G. B. Denny, Artie Waldis, J. F. Bayse, T. A. Pentecost, Garland Denny, W. E. Milton, E. G. Horn, M. H. Vaughn.

COUNTRY SCENES

Group Sponsored by: Roanoke Catholic High School, Railway Business Women's Association, Jefferson High School, Classroom Teachers of Roanoke City, Brambleton Junior Woman's Club.

Those in Charge of Groups: Mary K. Anderson, Mrs. William J. Powers, Evvie Seigler, Rudy Rohrdanz, Mrs. George Bland.

1870 Country Women: Donna Powers, Joyce Woodson, Jane Tankersley, Doris Driscoll, Karen Donckers, Margaret Wilson, Helena Gillespie, Drucilla Stevens, Andrea Stevens, Paulita Dillon, Susan Warrell, Veronica Hunter, Ella L. McConnell, Lola W. Myers, Ruby Pollard Myers, Nancy Spradlin, Mrs. Rudy Rohrdanz, Mrs. Charles B. Saul, Mrs. Rawley Turner, Mrs. Robert W. Woods, Mrs. James Bishop, Mrs. Flora Spradlin, Donna Spradlin, Nora Mitchell, Frances Compton, Helen Bise, Trula Kiser, Jean Anderson, Phyllis Anderson, Carrie Gobble, Carrie J. Pennington, Florine Robinson, Dorothy Bushkar, Helen F. Stultz, Nadine P. Bland, Ginny Cole, Julia B. Roberts, Louise B. Graybill, Gladies S. Barker, Alyce B. Sydenstricker, Marie Beville, Deborah Susan Myers.

1870 Country Men: Reginald Tyler, Irvin Routt, Michael Griffin, Joseph Van Deventer, George Morris, Douglas Wilson, Michael Craddock, Robert Smith, Robert Gevrekian, Thomas O'Neill, Matthew O'Neill, P. C. Ray, Kenneth Anderson, Ranis G. Compton, Glenn A. Kiser, Clarence H. Gobel, Al Kelly, Robert Campbell, C. D. Hall, H. M. Dodd, R. R. Epperson, Charles B. Saul, Rudy Rohrdanz, Rawley Turner, R. W. Woods, Harry Bushkar, Clyde R. Stultz, George Bland, George A. Cole, Hubert Sydenstricker, Jr., Louis C. Roberts, John R. Graybill, Edward E. Barker, Robert N. Beville, Keith Myers, A. J. Moody, Gerry Myers, Jr., W. G. Myers, Sr., Paul E. Ramsey, Joe Turnbull.

1870 Country Children: Meredith Ann Pollard, Donald Pollard, Johnny Pollard, Alison Pollard, Lynne Bushkar, Bob Bushkar, Phil Bushkar, Alyce L. Sydenstricker, Hubert Sydenstricker, III, Johnny Sydenstricker, David Cole, Connie Cole, Elaine Barker, Robert Beville, Priscilla Beville, Freddie Rohrdanz, Rawley Turner, Jr., Phillip Turner, James Bishop.

BIG LICK OR EARLY ROANOKE SCENES

Group Sponsored by: First Christian Church, Diamond Dandies, Exchange Club, V. F. W. Auxiliary 484, Advertising Club, Classroom Teachers of Roanoke City, Junior Woman's Club, Altrusa Club, General Electric Company, Norfolk and Western Ry.

Those in Charge of Group: Willie L. Dixon, Mrs. H. B. Ferguson, C. A. Harris, Guy W. Hancock, Mrs. Kittie Knox, James E. Toler, Helen Shiplett, Mary K. Anderson, Florence C. McClanahan, Jimmy Hancock.

CAST MEMBERS OF "RISING STAR"—(Continued)

BIG LICK OR EARLY ROANOKE SCENES

Big Lick and Early Roanoke Group: Rachel Craft, Erma Sims, Virginia L. Decker, Betty Jean Overstreet, Willie L. Dixon, Otis M. Gilliam, Sam K. Snedegar, Jr., Reba Bancroft, Hazelle Smith, R. B. Pleasants, Wandal Lee Woods, Helene H. Woods, Linda L. Woods, Crystal L. Woods, Tracy L. Woods, Shelby J. Paisley, Darlene Mills, J. R. Cutright, J. T. Kennedy, Mrs. Dana H. Matthews, Mrs. Katherine Hillman, Mrs. Elizabeth Peters, Mrs. H. B. Ferguson, Amiel H. Peters, Wally N. Hillman, Bob Matthews, Sandra Peters, Ann Thompson, Kathy Sue Hillman, Mrs. Mae Jacobs, Mrs. Mildred Sink, Sue Rider, Mrs. Helen A. Groover, Mrs. Gladys McLain, Mrs. Rena Lawrence, Mrs. Kathleen Ohanian, Mrs. Myrtle C. Myers, Mrs. Nelson Dudley, Linda Sink, Tommy Sink, Tony L. Groover, Samuel W. Arnold, Nelson B. Dudley, Jack Ohanian, Richard East, Carolyn Reed, Ruth Reed, Barbara Murray, Danny Bowe, Donnie Lee Dudley, Samuel W. Arnold, Jr., Yerna A. Arnold, Michael W. Ohanian, Patricia A. Ohanian, Clementide Simmon, James E. Toler, Clarence H. Simmon, Clarence D. Simmon, John H. Metcalf, Billy W. Metcalf, Frederick Gray, Helen Shiflett, L. A. William, Dallas Craddock, Judy Turner, Rosemary Shannon, Mrs. L. A. Williams, Vincent Craddock, Richard McClanahan, Donna McClanahan, Frances Long, R. D. Long, M. H. Vaughn, Jeane Menefee, Stanley Graham, Mrs. J. A. Jones, C. B. Fulton, J. P. Bandy, W. A. Burnette, R. A. Wingfield, R. T. Sprouse, W. D. Wilkerson, H. D. Hale, J. F. Bayse, Jr., R. O. Walker, F. G. Sprouse, J. A. Lipps, C. C. Jones, Jr., H. W. Cundiff, H. A. Hale, Carol Cundiff, Mrs. James Bandy, Irma Jean Branch, Mrs. F. G. Sprause, Mrs. Howard Hale, Mrs. C. B. Fulton, Mrs. W. J. Wilkerson, Mrs. C. C. Jones, Mrs. H. W. Cundiff, Mrs. H. A. Hale, Mrs. R. A. Wingfield, Mrs. J. F. Bayse, Jr., Mrs. N. F. Law, Mrs. R. O. Walker, Mrs. J. A. Lipps.

Police: Joseph A. Jones, Harold P. Sink, Clarence H. Blessard, Lambert M. Bolt, L. R. Brown, C. E. Leech, J. M. Bandy, C. A. Harris, F. W. Balder.

Politicians: Sam Elliott, L. H. Robertson, James Hancock, G. W. Dixon, Jennie Chadwick, Wanda Chadwick, Harry P. Rader, Jr., J. George French, Jr.

Clean-Up Club: Paul Miller, Frank Hartman, Thomas E. Williams, Bob Billings, Brenda Lawhorn, Mrs. Frank Hartman, Mrs. Daisy Miller, Mrs. Betty Jane Williams, Thomas Craddock, Loretta Craddock, Joseph Craddock, Martha Williams, Robert Williams, Robin Morris.

SCHOOL SCENES

Group Sponsored by: Belmont School, William Byrd High School, Monroe Junior High School, Belmont P. T. A. Association, Classroom Teachers of Roanoke City.

Those in Charge of Group: Mary K. Anderson, Ruth A. Cuddington, Mrs. John Aldhizer, Jr., Mrs. Luric Vaughan, Betty Wilkerson, John Jenkins, Jr., Mrs. H. D. Parker, Jr., Mr. and Mrs. George K. Ford, Mrs. Glenn R. McLeod.

Colonial School (Girls): Sybil F. Boitnott, Dorothy Leigh Vaughan, Brenda Sue Ford, Linda Sue St. John, Pamela Sue Benois, Sharon Sue Cronisz, Judy Marilyn Crouch, Rebecca Jean Parker.

Colonial School (Boys): Herbert W. Taylor, David L. Taylor, Donald R. Taylor, William R. Aldhizer, Eddie C. Trout, Leonard J. Preas, Wayne Ferguson, Gary L. Yearout, Ray Sirry.

Girls Private School: Dawn M. Barnette, Joyce M. Bowman, Sara L. McLeod, Nancy S. Simpson, Donna L. Powers, Carol D. Akers, Linda M. Woolfolk, Doris M. Chewing, Barbara A. Frazier, Sarah J. Dowdy, Diawne L. Hamlett, Faye Stamper, Mrs. George K. Ford, Headmistress.

Early School Scene (Pioneer School)(Girls): Pat Edwards, Pat Salmon, Joanne Salmon, Mary Altice Thompson, Lillian Thompson, Linda Jenkins, Sue Craft, Jo Ann Stevens, Joan Reese.

SCHOOL SCENES

Early School Scene (Pioneer School) (Boys): Bobby Engleman, Robert Price, Billy Price, Jerry Price, Charles Wilkerson, John Wilkerson, Johnny Perrin, John Jenkins, Jr., Teacher.

Headmaster and Young Men: Jack K. Morris and Luric Vaughan, Headmasters; Charles Kennedy, Trustee; Earl Henritze, Tommy Allie, James Price, Marvin Carter, Lester Harmon, "Chuck" Charles Kennedy, Eugene M. Lane, Jr., Ronald Grant, Terry Wingo, James L. Jordan, Marvin LaPradd, James Ensor.

Chemistry Teacher and Student: Bayes Wilson, Teacher; Grover Plunkett, Student; Wendell Reed, Orator.

MISS LUCY ADDISON AND HER FIRST CLASS

Sponsored by: The Altruist Club.

In Charge of Group: N. L. Charlton.

Women and Girls: Mrs. Emma Haynes, Linda Wooley, Sandra Curtis, Cecil Maria Curtis, Julia Marie Bailey, Mary Sue Jackson.

Men and Boys: Donald Shovel, Reginald Clark, Broderick Shovel, Clifton Whitworth, Jr., William Greene, Jordan Claytor, Richard Claytor, Bobby Greene, Michael Hale.

GAY NINETY SCENES

Group Sponsored by: Pilot Club, Madison College Alumni Association, Bowman's Bakery, A. E. F. Club, Beta Sigma Phi, Diamond Dandies, Jefferson High School Band, Chesapeake & Potomac Telephone Company, Jefferson Senior High School, William Fleming High School.

Those in Charge of Group: J. E. Hopkins, Clyde Barton, Zoe Gail Macy, Virginia M. Wiley, Floyd E. Ball, Jo Ashbrook, Roy F. Howard, Ben Stone, Sarah Walton.

Gay Ninety Women and Girls: Virginia K. Brickey, Eloise Clemmer, Dorothy B. Mason, Audrey O. Hamblett, Beatrice Barton, Barbara Richardson, Nora Hopkins, Arleen Reynolds, Virginia Hopkins, Everleen Wright, Beulah Ballard, Betty Groseclose, Bettie S. Macy, Jo Wilkerson, Sally Duncan, Mrs. A. E. Stark, Mrs. Agnes M. Clement, Carolyn Clement, Suzanne Smith, Pamela Lane, Bettye Smith, Mrs. J. C. Croft, Sr., Darlene Hannabass, Kathleen Hudgins, Carol Duncan.

Gay Ninety Men and Boys: J. C. Croft, J. T. Butch, Vernon Lamm, John G. Macy, Jack M. Mason, Jr., Kenneth Hopkins, Jack Wright, James Hamblett, Clyde Barton, Charles P. Lee, Mac Brooks, Dennis Wickes, C. L. Ballard, J. E. Hopkins, Phillip A. Slusser, Kenneth M. Sewell, Leonard C. Arnn, A. E. Stark, Blanton Clement, Phillip Barbour, Mark Woods, Kenneth Hopkins, Freddie Lane.

Old-Fashioned Bathing Beauties: Mrs. Mildred Burress, Mrs. Bee Burch, Miss Marcia L. Larson, Virginia Shirley, Isabella Robertson, Agnes Robertson Sanford, Edna Hubbard Small, Rachel E. Ramsey, Rebecca Viar, Elizabeth M. Allen, Pearl V. Blount, Lucille R. Lamm, Zoe Gail Macy, Doris Lockard.

City Dignitaries: Floyd E. Ball, John W. Hannabass, O. W. Janney, Gerald W. Gill, Hop G. Thurston.

Old-Fashioned Band: Aldine Jones, Fred Linkenhoker, John H. Armentrout, Raymond Akers, Ben Stone, Henry Reese, Harold Settle, Jr., Walter A. Weddle, Jr., Buzzy Ward.

Gay Nineties Firemen: Guy Pendleton, Sylvan Snidow, C. B. Dunn, Bill Sheaff, Roy F. Howard, Guy P. Cromer, J. Arthur Deyerle, J. E. Beall, V. A. Bostian.

Bird Watchers: Dorothy Givens Baker, Margaret H. Starkey, Virginia Moore Wiley, Jean Crenshaw, Carolyn Harshbarger, Mrs. Joseph Starkey, Jr., Miss Sue Garst.

Young Ladies Cycling Society: Flo Gene Jones, Peggy L. Vaughan, Barbara R. Neal, Jo Ann Robertson, Natalie P. Purves, Nell R. Smith, Betty Jane Kirby, Ginger Beall, Virginia Terry, Lucille Bowling.

CAST MEMBERS OF "RISING STAR"—(Continued)

Can-Can Group: Joe Ann Wilson, Ann Boon, Myra Franklin, Jo Ann Joseph, Delores Grubbs, Patti Price, Bonnie Richardson, Norma Jean Keith, Patsey Wiley, Gayle Whitehead, Billie Joyce McCann, Deanna Pettit, Judy Caff.

BURRELL MEMORIAL HOSPITAL SCENE

Group Sponsored by: The Altruist Club.

In Charge of Group: N. L. Charlton.

Women: Mrs. Marilyn Curtis, Mrs. Virginia Shovely, Mrs. Archie L. Thomas, Mrs. Gene Hale, Mrs. Katherine Jefferson, Mrs. N. L. Charlton, Mrs. Augusta Bailey.

Men: George Rogers, Michael Romby, Hubert Shovely, Richard Claytor, Jordan Claytor, Leonard Salters, Robert Greene, George Bailey.

INDUSTRY GROUPS

POLKA DANCERS

Group Sponsored by: Woodrow Wilson Junior High School, Jefferson Senior High School, Classroom Teachers Roanoke City, Greenwood Road Garden Club, Roanoke Catholic High School, Business & Professional Women's Club.

Those in Charge of Groups: Kathryn L. Kesler, Mrs. H. F. Creasy, Mrs. W. T. Tilghman, Mary K. Anderson, Mrs. A. H. Burnett, Mrs. J. D. Richardson, Mrs. John B. Perry, Jr., Mrs. William J. Powers, Mrs. Jessee Wiggins, Mrs. Frances S. Harper, Mrs. Sara Silverman.

Polka Dancers: Joyce Creasy, Andrea Becker, Mary Anna Hunt, Anne Tilghman, Jane Carol Maddox, Martha Ann White, Frances Newman, Ann Hubbard, Carolyn Anderson, Carolyn Willis, Janice Creger, Norma Mitchell, Sarah Smiley, Eva Drates, Darlene Thomas, Edith Johnson, Anne Nunn, Jeanie Hendrick, Wyonna Corbin, Sherry Watson, Cathy Mayhew, Margo Towles, Susan Waldrop, Mary Fitzpatrick, Barbara Johnson, Eliza Venable, Harriette Dodson, Jean Williams, Betty Davis, Brenda Carter, Helen Dobyns, Nancy Cecil, Rosemary Cronin, Gloria Brugh, Lorraine French, Ginny Lou Little, Joanne Surkamer, Paula Kelley, Katherine Dill, Joan Alouf, Betty Lou Leonard, Catherine Craddock, Mary Ann Budz, Mary Glenn Falls, Amy Harasty, Callie Reid, Christine Catron, Darlene Wilkes, Janet Walters, Anna Catron, Diana Wood, Edith Harper, Martha Wiggins, Carol Wiggins, Lois Locks, Betty Mason, Jolane Dillon, Norma Nunley, Phyllis Doss, Archie Dodson, Carol Wood, Sara Gilmore, Mrs. G. W. Bittle, Mrs. David Silverman, Glen Garland, Sandy Helms, Michael Woods, Vickie Sigmon.

(FOR ADDITIONAL CAST MEMBERS—SEE PAGE 153)

DIAMOND JUBILEE BAND

Jerry R. White, Conductor

Otis Kitchen, Associate Conductor

Flute: Carolyn Brickey, Cathy Logan, Billy Suggs, Margaret Kurshaw, Sue Waters, Nancy Nicks, Marilyn Lieberman, Carolyn Fidler, Donna Dooley.

Oboe: Carolyn Peters, Elaine Weddle.

Clarinet: Henry Reese, Mary Johnson, Ronald Lancaster, Bunnie Wright, Beverley Bell, Allan Tice, Bobby Meadows, Sandy Moyer, Jean Roberts, John Gardner, Barry Marshall, Madison Folden, Lois Gusler, Joyce Prillaman, Dorothy Dobyns, Dorothy Lancaster, Jerry Walters, Emmy Lu Critcher, Betty Bryant, Lewis Mullins, Becky Hancock, Richard McCord.

Bassoon: Danny Felty, Nancy Mundy, Jerry White, Jr.

Saxophone: Jim Horner, Kathryn Stull, Ronnie Suiter, Tommy Cassida, Ben Stone, Robert Kendall, Fred Linkenhoker, Tom Amos.

French Horn: Bob Burdette, Roger Foutz, Roger Simpson, Dan Griner, John Armentrout, David Leonard.

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Sponsored by: Gainsboro School, Harrison School, Gilmer School, Loudon School.

Those in Charge of Group: Marionette Sprauve.

ROARING TWENTIES SCENES

Group Sponsored by: Willis Shell Service Station, Kenrose Mfg. Company, Diamond Dandies.

Those in Charge of Group: George F. Blackwell, Mrs. Helen Shortt, Duane E. Jones.

Roaring Twenties Women: Helen Shortt, Louise Ferris, Dorothy D. Noell, Susie Amos, Jeanette Riddle, Mamie Parker, Flossie Wingo, Jean Ferguson, Charlotte Blackwell, Eura Willis.

Roaring Twenties Men: John R. Noell, George F. Blackwell, Roy V. Amos, Robert D. Trout, B. C. Shortt, Jack L. Parker, E. A. Ferguson, H. M. Dodd, T. E. Willis, George W. Dyer, Jr., David McCullough, Duane E. Jones, Millionaire.

MILITARY GROUP

Group Sponsored by: Post No. 3 American Legion, Veterans Foreign War, National Guard, U. S. Naval Reserve.

Those in Charge of Group: Ruth A. Cuddington.

Military Group: Bernie W. Webb, Oatey P. Schilling, Harry Blackwell, Clarence Deyerle, Maurice Kessler, Russell Naff, Carl Smith, Thurman Correll, Lawrence Mitchell, Samuel Fralin, W. E. Agee, D. M. Martin, Howard Chapman, Frank Holdren, Claude Forbes, George Cunningham, Willie English, Sherell Caldwell, Earnest Tate, Esley Roberts, Harvey Barker, Junior Nestor, Robert Via, Claude Maston, Claude Mercer, Thomas A. Robertson, Michael J. Kelly, Ronald Huffman, Robert B. Lemon, Stephen C. Beaudet, Algie J. Conner, Edward L. Jewell, Charles R. Carper, Darrell R. Shelton, Charles M. Poff, Ray Peters, Edward L. Kidd, Jack W. Pendleton, Guy Mowbray, Oatey Schillings, J. P. Beatty, Jr., C. W. Mercer, C. A. Deyerle, R. T. Naff, F. D. Holdren, T. J. Malone, Earl W. Smith, C. H. Owen.

NOTE: Due to an early press deadline, we regret the omission of a number of cast members' names.

JUBILEE CHORUS

Norman Allen
Mrs. Norman Allen
Lacy Altizer
C. M. Anderson
Louise Anderson
Pat Anderson
Frances E. Andrews
Swanson Angle
Mrs. Classie Archer
Kaye Ashwell
Douglas Ayers

Henry Bailey
Edward T. Ballard
Ray D. Barnhart, Jr.
Mrs. D. J. Basham
Mrs. Mary W. Bates
Frank Beahm, Jr.
Nelle P. Bernard
Dr. Max Bertholf
Nancy Bertholf
Ernie Birge
Mrs. Paul C. Blair
Mrs. Edna Blankenship
Mildred T. Blevins
Mrs. Fred Blount
Geo. A. Blount
Miller Bolling
Mary Elizabeth Bousman
Mrs. Mary B. Bowden
Mrs. Sidney L. Bower
C. H. Brady
Mrs. C. H. Brady
Miss Sarah Brammer
Richard S. Brooks
Mary K. Brown
Mrs. Bobbie H. Bruce
Carol Lee Bruce
Carol L. Bryant
D. L. Buckingham
Mrs. J. D. Burford
Rev. J. D. Burford
Barbara J. Burnett
Danya Burroughs
Mrs. John Burroughs
Diana Bush
W. L. Butts
C. C. Byrd
Mrs. Evelyn Byrd

John Davis Calhoun
Mrs. R. H. Callison
W. H. Calvert, Jr.
Carmen Campbell
Elizabeth Cantrell
Barbara Carter
Carolyn Chapman
Gertrude Chittum
Rosemary Chitwood
Bill Chocklett
Pat Cobb
Sam Cole
Miss Wilda Coleman
Mrs. H. D. Conner
Margie S. Cook
Mrs. M. Keith Cook
Angela Coon
Barbara Crawford
Helen K. Crumpacker
Michael D. Cundiff
Virginia J. Cushwa

Miss Lillian Dalton
Mrs. Dorothy Davis
Jessie Ann Davis
Mrs. Martha Davis
Geneva Dodd
Robert L. Dowdy
John F. Downie
Clyde R. Drumheller
Mrs. Howard Duncan
Louise Dunlap
Sallie Dunlap
Brenda Dyer

Mrs. Juanita Eaton
Frances Eddy
Mrs. J. G. Eller
Peggy Jo Eller
Mrs. R. F. Epperson

Hunter Faris
Chas. W. Farrelly
Bette Ferguson
Donna Ferguson
Judy Ferguson
Susie Fielder
Mrs. Fran Finnell
Dorothy Firestone

Gurline Foutz
Rita Mae Fry

Hazel Gearhart
Linda Gibson
Mrs. R. O. Glover
Mrs. Gladys Graybill
Connie Gregory
Angie Guilliams

H. J. Hagan
Mrs. B. K. Haley
Guyda Hall
John S. Harrington
Linwood Harris
Betty Haupt
Becky Hedrick
Jeanne Henever
Louise Hinebaugh
Rebecca May Holt
Phyllis C. Howell
Mrs. Betty Howlett
Hope Huddleston
Amonette D. Hudgins
Joyce Anne Hudson
Mrs. J. C. Hudson
Robert Huggins
Barbara S. Humbert
C. S. Humbert, Jr.
Catherine Humphrey
Mrs. H. F. Hundley
H. L. Hungate, Jr.
Agney Jan Hutchinson
Donna Hylton

Mrs. Nolan D. Jackson
Russell W. Jacobs
Phyllis K. Jennings
Gale Johnson
Glenn D. Johnson
C. Leonard Jones
Mrs. C. L. Jones
Melba Jones

Virginia T. Keller
Norma Kemp
Judy Kessler
Kay Kier

JUBILEE CHORUS—(Continued)

Nancy Kier
Henry Kiser
Peggy Ann Kiser
Suzanne Kraige

Marlete LaPrad
J. D. Layman
Mrs. J. D. Layman
Mrs. Ned M. Lazenby
Charles F. Lee
Walter E. Leigh, Jr.
Nancy C. Leonard
Selena Leonhardt
Lowell E. Logwood
Nancy Lovern
Irad B. Lower
Roy W. Lynch

Kathy McCamey
Betty Jo McGhee
Miss McIndoe
Barbara G. McKeever
Bernard Martin
Beverly Martin
Emma Hunter Maxwell
Phillip M. Mayhew
Mrs. Nonie Meador
Mrs. M. R. Mears
Mrs. Louise Meeks
Mrs. S. Earl Mitchell
Mrs. Virginia Mize
Ethel May Montgomery
Mary L. Montgomery
Earl B. Moomaw
Mrs. E. B. Moomaw
Lorenzo O. Moore
Mrs. B. S. Morris
Janina Mostek
Fran Murray
Miss Hannah Musgrove
Sylvia Musick
David G. Musselman

Crystal Neathawk
Mrs. H. H. Neathawk
J. H. Neighbors
Mrs. J. H. Neighbors
Mrs. Henry L. Niblock
Beverly V. Nininger
Diane Nininger

Jeanne M. O'Brien
George Overstreet
Curtis S. Overstreet

Mrs. Viola Painter
Mrs. Wade Paisley
Judy Palma

Mrs. Jack R. Parrish
Joanne Pearce
Miss Margaret Pearman
Faye L. Peters
Ralph Pickard
Ruth Poindexter
Janice Polster
R. N. Pratt
Virginia Pratt
Mrs. Hilda S. Price
Jack Price
Mrs. Lula Pring

Mrs. H. C. Quinn

Mrs. Martha Rader
Jean S. Rakes
Mrs. Jesse M. Ramsey
Harry B. Repass
Billy Reynolds
Mrs. H. L. Rice
Mrs. Marshall Richmond
Curtis O. Roberson
Jimmy Rogers
Mrs. Evelyn Rohrdanz
Lynn Rowland
Mrs. W. Earl Ruble

Sandra St. Clair
Randolph Salmons
Sarah A. Salmons
Mrs. Margaret Sandridge
W. V. Sandridge
Brenda Saul
Mrs. Chas. B. Saul
John L. Seibel
Virginia Shaw
Ann Shealy
Dale Shealy
Jean Raye Shelton
Elsie Smith
Vera Smith

Anita Snyder
Buford Stanley

Carolyn Stanley
Julia Ann Stanley
Mrs. Ray Steele
McH. Stiff, Jr.
Miss Mary L. Stoutamire
Mrs. Marion R. Straub
Norman S. Strickland
Sibyl G. Stump
James Surface
Mildred Sweeney
Susan Sweeney
Virginia Sweeney

Carol Taylor
Margaret Taylor
Sidney H. Tear
Mrs. S. H. Tear
Bill Thomas
Raymond Thomas
Mrs. K. Reed Thompson
Elizabeth Thompson
Mrs. Hugh Thrasher
Wayne Tinnell
Mrs. Lenwood Turner

Peggy C. Van Deusen
Joan Vernon

Alice Wagner
Barbara Wagner
Judy Walsh
Mrs. Fern J. Washburn
Dottie Waters
Bonnie Webster
Gladys Whitaker
C. Kyle Whitescarver
Nancy Whitlow
Mrs. Betty Williams
Barbara Ann Wilson
John C. Wilson
Trudy Wimmer
Margaret Winn
Jacqueline Wright

Connie Yates

ACORN TO OAK, THAT'S ROANOKE

DWIGHT EGGLESTON McQUILKIN

In the days of Pocahontas, long ago,
By a wigwam lay an acorn, in the snow.
 Many winter winds have blown,
 Many summer suns have shone,
Now the acorn is an oak tree, fully grown.

But the wigwam long since vanished to the west,
And the warriors on the long trail seek their rest.
 Many battles here were fought,
 Many gains were dearly bought,
Ere a city from the wilderness was wrought.

Now a city in her splendor points her spires
From the valley of "The Daughter of the Stars."
 Many prospects for great fame,
 Many honors to her name,
But her learning will her glory most proclaim.

Like the germ within the acorn, source of strength,
Always knowledge gains ascendancy at length;
 Many students, hour by hour,
 Many leaders filled with power,—
Such our city pays the future for a dower.

As the oak tree that endures from age to age
Sees our history in the making, page by page,
 Many elders now behold
 Many golden dreams unfold,
And success for virgin efforts is foretold.

Thus the old is ever yielding to the new,
As the masses gain the knowledge of the few;
 Ever upward, Roanoke,
 Like the acorn to the oak,
And the blessing of All-Wisdom aye invoke.

A Salutatory written and published in the first issue of "Acorns of Roanoke,"
the Roanoke High School Annual, inaugurated by the Class of 1910,
a number of whom are still living in Roanoke



Roanoke looked like this from Mill Mountain in 1905. The city is over four times as large today.

THE ROANOKE STORY

Roanoke—spoken slowly and with three syllables—is a truly beautiful word.

To the Indians it meant the white shells which many eastern tribes used for money. In American history the name dates all the way back to 1585, the year Sir Walter Raleigh's adventurers came to the Carolina coast and called their village Roanoke Island, at the site where their tragic end is now dramatized annually in "The Lost Colony".

A river named the Roanoke feeds Albemarle Sound above that island. Tracing this stream to its source some 400 miles to the west, coming northwest in North Carolina into Virginia by way of Kerr Dam, where the river is called Staunton, one would cross the rolling Piedmont section, then penetrate the Blue Ridge and come into a wide and fertile flatland. That is the south-

ern end of the Great Valley of Virginia, a valley so beautiful that the Indians called it Shenandoah, allegedly meaning "Daughter of the Stars". So the county which embraced the valley and later the city which has grown here took the name Roanoke—the good name of the first English settlement in America.

A SALTY MARSH GAVE THE NAME BIG LICK

For centuries before the white man came, the Roanoke area was an Indian hunting ground, kept clear of habitations which would frighten game away. Salt was the lure for buffalo and deer and elk. It is thought that the branches of two large saline springs (one where Routes 460 and 115, original buffalo trails, meet today, the other at the east end of present Rutherford



Out of the turmoil of the War between the States . . .

. . . came to Big Lick a boy under twenty, James Milton Gambill — a veteran of the fighting who had lost an arm near Williamsburg — to act as purchasing agent for the Confederate Army. Gambill was destined to be a leader in his community. As a lad of 16 he ran away from school and enlisted at the inception of the war. This desire to do something, be someone, later resulted in his success as a merchant, wholesaler, manufacturer, and bank director. He was one of the original subscribers to the famous "\$10,000 railroad fund" and thus a founding father of the present city of Roanoke. He served on the first town council, was active in his church, and a leading citizen in the community. He was founder of the company now known as Lindsey-Robinson & Co., and the flour he named "Gambill's Best" is still a best seller.



1880 Commerce Street, Gambill and Co., Wholesale Grocers.

THE WORLD RESISTS CHANGE,

yet change is the only thing that has brought progress.

—KETTERING



1888 Norfolk Avenue and Second Street, Gambill and Company, flour millers and wholesale grocers.

The measure of a company is not only its ability to keep up with progress, but to stay ahead — to be a pioneer in its field. Feeling that little, if anything, is accomplished without planning, we have pioneered through research and processing techniques to the end that we are "Making a Future in Farming" for our customers and ourselves.

In every field, research has meant progress. Some progress is highly visible, like jet transports, while other progress is less spectacular, such as the tremendous strides that have been made in animal feeds. With a nationally known and respected research department led by outstanding scientists, we are constantly testing new ingredients, new formulas, and new ways to feed animals better at lower cost.

The results have been most gratifying: today, we produce in our

modern, fully automatic plant over a hundred different feeds for specialized animal and poultry husbandry. Our own Farm Service Agents — all graduates of agricultural colleges — follow our products to the farms, giving advice and help to the farmers who raise livestock.

A company grows only as its individual employees are able to grow. In this respect — aside from many others — Roanoke has meant much to us, as ours is a home-grown company. As we have drawn on the resources of Roanoke for progress, so, too, has Roanoke benefited. As we are able to make and sell better products, in ever-increasing volume, our contributions to the city — through wages and salaries, taxes and community spirit — will grow.

Glancing back with pride, we look ahead to progress through change.



1918 365 Salem Avenue, SW, Lindsey-Robinson & Company, successors to Gambill & Co.

1957 702 Shenandoah Avenue SW, our recently enlarged and modernized plant.



Lindsey-Robinson & Co., Inc.

Roanoke, Virginia



Avenue, N. E.) became clogged and these would leave their saline residue on high ground, an irresistible animal attraction. It must have been thus for thousands of years, for the bones of a mastodon were once dug from what was called the big lick. These springs became a meeting place and camp site, first for the Indians who traveled the Warrior Path, later for the first white men who came over what was called the Trader Path.

the first to discover a river flowing northwest into the Mississippi. But before they climbed the Alleghanies to view that river—the New—they stopped at a Totera Indian camp near the big lick. In their report they told of the blue mountains and of the snug flat valley beside the upper Roanoke River.

For another 45 years only an occasional hunter or trapper ranged the land beyond the Blue Ridge. It was in 1716 that Governor Alexander Spottswood of the “Royal



The first Hotel Roanoke, grounds unlandscaped, as it appeared shortly after its construction in 1882.

The Indians ringed trees and burned undergrowth in the virgin forest, that grass and tender saplings would grow to tempt the wild game. Early settlers called these open lands barrens. They included today's Williamson Road and airport areas. Dense forest growth surrounded the barrens, tangled ageless vegetation penetrated only by the trails of the animals and of the red hunters who journeyed from north and south to the big lick.

THE WHITE MAN ARRIVES

Two white men came in 1671. Thomas Batts and Robert Fallam had been sent by Abraham Wood, an Indian trader residing in Fort Henry near what is now Petersburg, to find the “western waters”—a fancied road to the Indies which had eluded explorers since Columbus' time. They were

Provence of Virginia” left Williamsburg with a band of men, later named “Knights of the Golden Horseshoe”, and viewed Shenandoah Valley from Swift Run Gap north of Roanoke. The story of Governor Spottswood's venture west to the crossing of the Blue Ridge on September 5, 1716 is an interesting epic in early Virginia history. It is beautifully recorded in a poem on a tablet mounted on the Skyline Drive where Route 33 crosses the Drive, written by Mrs. Graham Claytor of Roanoke.

Spottswood's party of adventuring gentlemen did little exploring in the Valley, but the panorama from the Blue Ridge was enough to convince the governor that here was almost limitless good land for settlement.

The pioneers came. Vanguard was a thin stream of hardy men and women, some from eastern Virginia, others from Pennsyl-

O A K E Y

Almost a Century Ago . . .

The War Between the States had ended, the great westward movement had begun, and Indians and Highwaymen were still a threat to the safety of wagon trains when John M. Oakey founded, in 1866, the firm which still bears his name.

The early history of the Oakey organization is closely connected with the history and development of this area. The Oakey firm was in business when the area was incorporated as the Town of Big Lick, February 28, 1874, and as the town grew, the Oakey firm grew.

The Oakey organization was well established when, in 1882, the Shenandoah Valley Railroad connected with the Norfolk and Western at Big Lick, marking the real beginning of Roanoke. In 1884 the population of the town had passed the 5,000 mark and was incorporated by the Virginia Legislature as the City of Roanoke.

Since 1882 the Oakey organization has conducted almost *seventy thousand* services: more services than the entire population of Roanoke in 1940!

In 1939, the Oakey firm built the beautiful mortuary at 318 Church Avenue. Ten years later, the Williamson Road establishment was purchased and the firm now operates from two establishments: the Oakey Mortuary at 318 Church Avenue and the Williamson Road establishment.

The Oakey firm, since 1866, has constantly remained in the Oakey family. At the decease of John M. Oakey the leadership of the organization passed to one of his sons, Sam Oakey, and at his demise, the presidency was taken over by another son, Clarence Oakey. The present leadership of the corporation now rests in the capable hands of the founder's third son, Henry A. Oakey.

The officers of the firm are Henry A. Oakey, Crawford Oakey, John Oakey and Minor Oakey. Also active in the business are Clarence M. Oakey and Sam Oakey III.

Now, almost a century after its founding, the Oakey organization can claim the distinction of having truly been a part of the growth, changes, improvements and expansion of Roanoke.

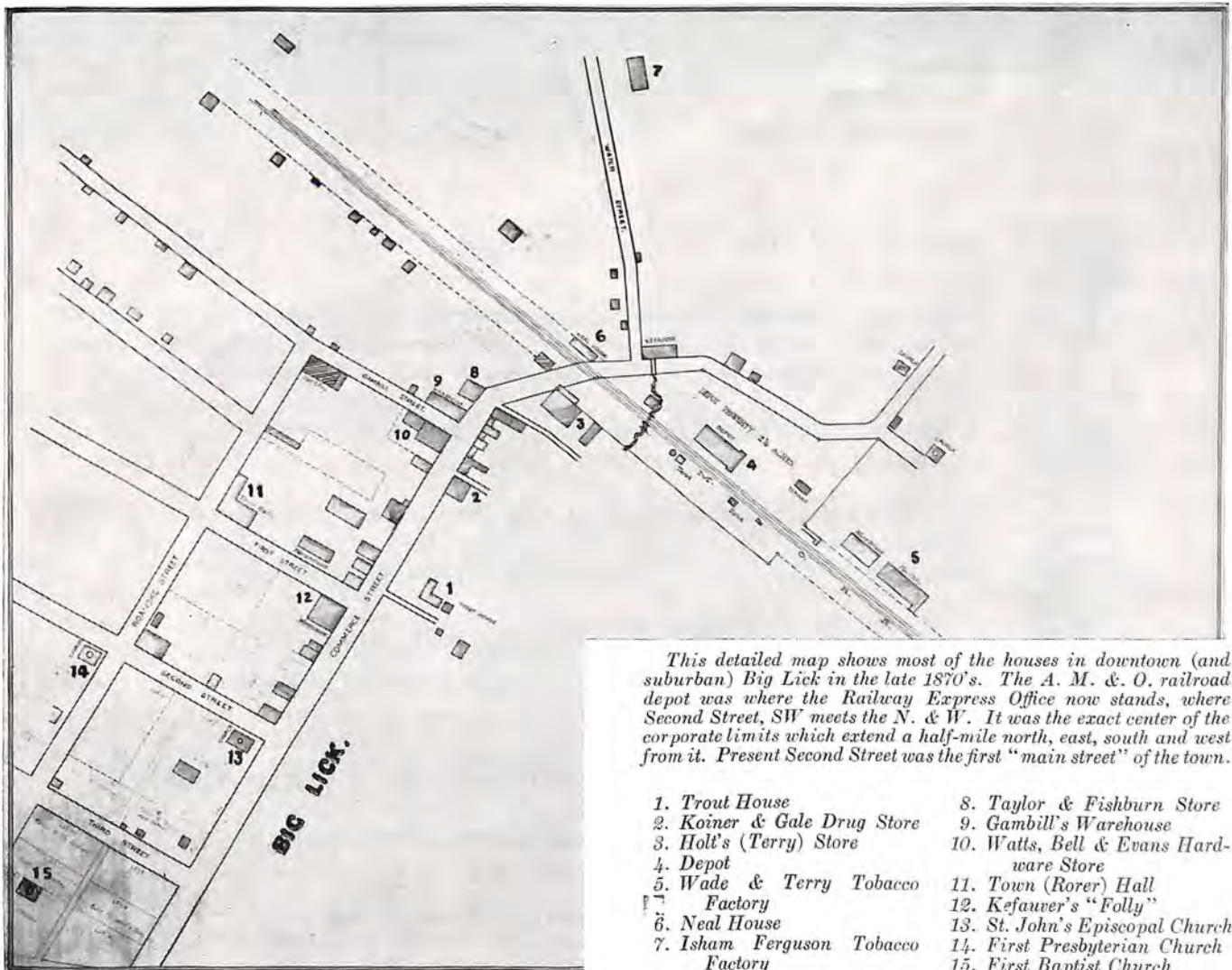
vania. These were strong, fearless, intrepid men and women seeking a home and independence in a howling wilderness, surrounded by savages who fiercely resented the white invasion of their hunting grounds. These pioneers followed the Indian trails, which first had followed the buffalo trails.

William Penn, the man of peace, had invited all peoples to his lands in Pennsylvania, and as their numbers increased they began to enter the Shenandoah Valley from the north. There were Germans and Swiss and Scotch-Irish. They settled in northern Virginia, then in the Staunton area, then began toiling down the Valley, toward Fincastle and far southwest Virginia and through Cumberland Gap into Kentucky. By 1740 Roanoke Valley had its first settlers.

EARLY SETTLERS IN AND AROUND ROANOKE, 1740-1800

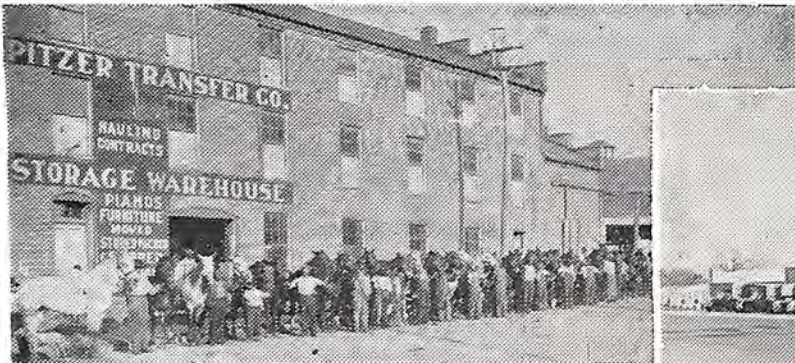
How was it that these artificers and tradesmen from European lands were able to transform themselves in one generation into tough, Indian fighting frontiersmen? How could the tailor, the wheelwright, the miller, the blacksmith of established cultures, push the Indian westward and keep him there? The reason was simple: these men and their fathers before them had known little but poverty, hardship and privation in Europe. They had left their homelands in search of freedom, in quest of a land where they could dwell in peace and dignity. And they were willing to fight and suffer for their dream's fulfillment.

These people were not the glamorous figures of later romantic novels and motion





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Growing Steady
with
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1900
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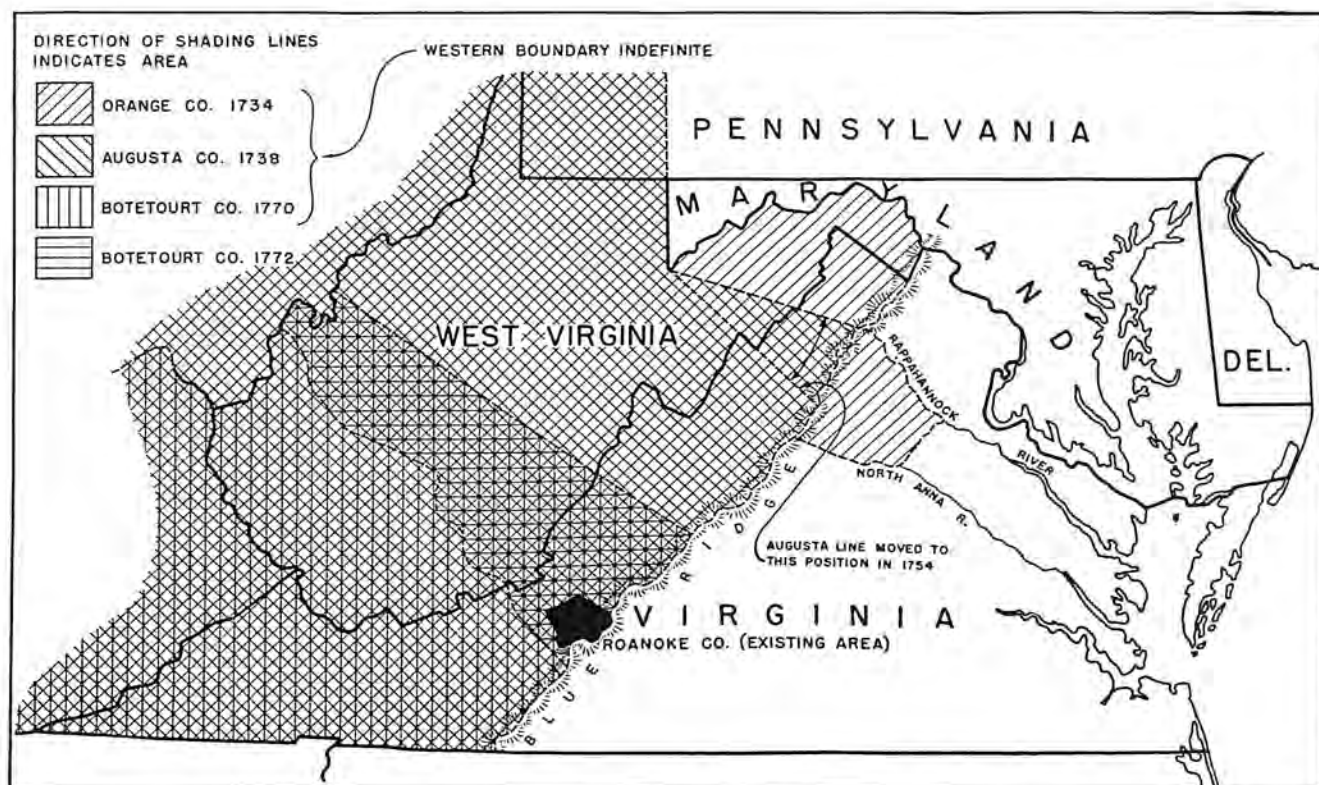
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The Roanoke area was in three other counties before Roanoke County was formed in 1838. The territory, largely unexplored, was first designated a part of Orange County in 1734. Augusta, first county west of the mountains, was formed in 1738 with its seat at Staunton. Botetourt County came into existence in 1770 with its western boundary indefinite. Two years later that line was placed at the Ohio River.

pictures. For the most part they were rough and tough—hardbitten men and women, conditioned to take the worst the elements and the Indians and other white men could give them; alert, nature-wise men who knew that one mistake could be their last. They were self-reliant—for there was no law; they were resourceful—for every pioneer had to be all things to his family. They were the prime reason America is great today.

In 1738 the first county west of the Blue Ridge was established. Split from Orange, it was called Augusta with its seat at "The Mill Place", now Staunton. Augusta County not only included the Roanoke area but all the wild land embracing what is now southwest Virginia, West Virginia, Kentucky, Indiana, Illinois and Wisconsin, and bordering the Great Lakes and the Mississippi River (See Map No. 2). In 1745 the Indian Road—first ever ordered by the court—was begun from Frederick County line on the north, down the Shenandoah and Roanoke Valleys and over the Alleghanies

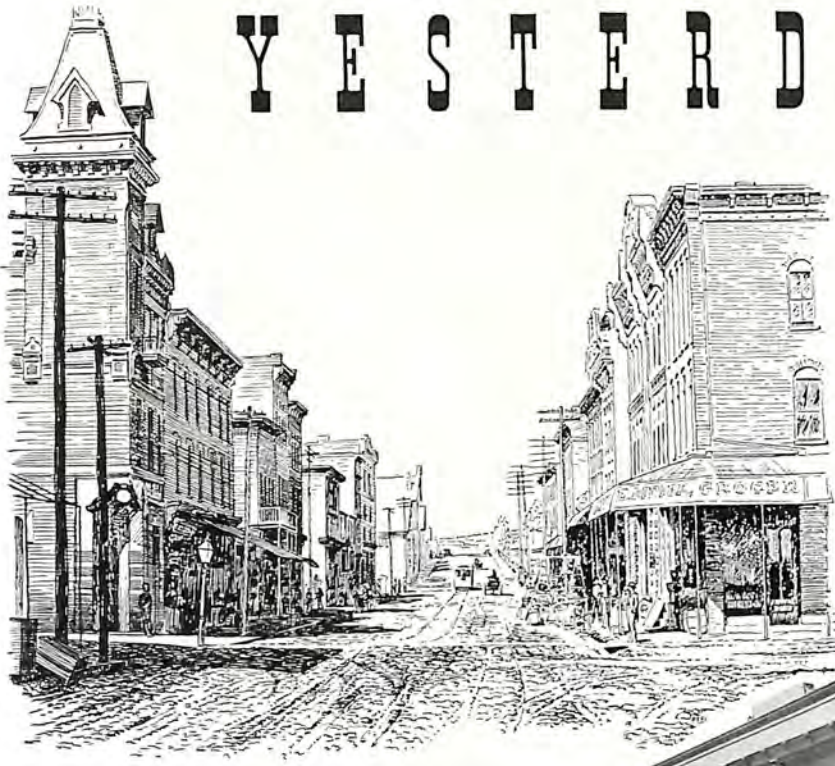
to Harmon's Ford on New River, west of the site of Radford.

Now the immigrants came. The names of Roanoke Valley's very first settlers are not known, but some were here under "tomahawk rights" perhaps as early as 1734. Journals of exploring parties from Colonial Virginia would seriously report that they "passed over the Blue Ledge and through country that has never known the foot of the white man"—and then add a little later that they spent the night with some of William Penn's Mennonite immigrants at Dunkards' Bottom.

Among the earliest settlers of which something is known were Daniel Monohan who lived at the junction of Glade and Tinker Creeks and died prior to 1744 (according to his will in Augusta County), and Peter Kinder who died before 1749 at his dwelling where Peters Creek meets Roanoke River. Neither the Irishman nor the German was granted a patent, so it is reasonable to suppose that others also lived in the area.

YESTERDAY...

Guidepost to Tomorrow



IN 1882 the First National Bank
was established to meet the need for local
financial services in the newly named
community of Roanoke. For 75 years, through boom and panic, this



bank has grown because it has continued to serve the individuals, businesses and industries
of Roanoke in an alert, progressive manner. Today this same bank, with the experience
of age, still maintains the youthful vitality necessary to adapt its services to the needs
of its rapidly growing trade area.



Our New Branch at
4202 Melrose Avenue, N.W.

THE **FIRST NATIONAL EXCHANGE** BANK OF ROANOKE

MAIN OFFICE: JEFFERSON AND CAMPBELL

BRANCHES: 1323 GRANDIN ROAD, S.W. • 3625 WILLIAMSON ROAD, N.W.

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

EARLY LAND GRANTS

Mark Evans received a land grant at Moomaw Springs in northwest Roanoke and died there before March 10, 1748. He also was granted land embracing part of Mill Mountain and Crystal Spring—the five-million-gallon-per-day giant which was to be early Roanoke City's sole water supply. Other early patent receivers in what is now Roanoke included John Smith (400 acres—1746); Francis Beatty (507 acres—1747); Methusaleh Griffith (800 acres—1748); Tasker Tosh (220 acres—1749); Charles Campbell (400 acres—1752); William Terry (400 acres—1755) and Simon Akers (240 acres—1756). Between then and 1780 patents were granted to Robert Breckenridge, John McNeill, James Neely, Erwin Patterson and Thomas Tosh. Grants in the 'eighties included those to James Mason, Jacob Vinyard, John Johnson, James Walker and William McClanahan. These men knew fine land when they saw it. Many of their descendants, some seven generations removed, live in Roanoke today.

It is of local interest to identify some of the early grants within the present corporate limits of Roanoke. The most valuable under present day standards was John Smith's patent (1746), whose land included present downtown Roanoke, Second Street, S. W. to Tinker Creek, and from Tazewell to Centre Avenue. Charles Campbell (1752) owned what was the original Buena Vista (Morningside) area. Simon Akers (1756) had the Fallon Park-Waverly Section. Tasker and Thomas Tosh controlled the remainder of the land north of the River, including the Belmont (Carr) and Oak Ridge Tract, the Lewis Addition, and west to 11th Street, S. W., and N. W., and also included a northwest area up to Moorman Road. Excluded from the Toshes in old Southwest was the Highland Park area, which, with today's Wasena section, was granted to James Alexander on August 3, 1771 by King George III, 150 acres for 15 shillings (less than \$3.00). A tree stood on the northern boundary of this great tract. The approximate site is appropriately designated by a stone marker on Ferdinand Avenue which gives the above information. The Highland Park portion was purchased by the city in 1901 for \$10,000.



"The old Hart House" still stands at the intersection of Routes 11 and 460. It was built as an inn in 1837 by Zachariah Robinson and called "Magnolia".



Above is "Buena Vista", early home of Col. George P. Tayloe, originally built in 1853 with an addition in 1889.

Below is the old Trout home about 1850 which stood on the site of the Ponce de Leon Hotel.





1883

yesterday . . .

This was Stone Printing in 1883, at the start of 74 years of steady progress from a small print shop with two hand-operated presses to a major printing plant with the finest equipment in every department. Edward L. Stone was one of the four men comprising the working force of the original shop. That same year, Stone Printing expanded into a three-story brick building and soon doubled in size. Growing with Roanoke, the Company in 1908 occupied its present greystone building on N. Jefferson St.

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Stone Printing offers you *complete* printing service, from the designing and planning stages through all the steps of skillful production to on-time delivery of the finished product. Each of the 175 members of our staff feels a personal responsibility in seeing that your printing order receives individual attention. You can depend on our 74 years' experience in pleasing customers. Let us serve *all* your printing needs.

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• ROANOKE, VIRGINIA •

Phone Diamond 4-6688

The Evanses and later the McClanahans (1795) took up Colonial Heights, Riverland Road, Prospect Hills and South Roanoke (1748 and 1755). William Terry patented the Grandin Court-Shrine Hill area in 1755-1782. Closing out the land south of the present railroad was Erwin Patterson (a trouble-maker with the Cherokees) who took up the main part of Virginia Heights (1759) and the West End area in the same year. His home "Solitude" was built on the site of his old trading post. The Westhampton-Lee-Hy Court section came out of Francis Beatty's patent (1747).

North of the railroad were Mark Evans (1748) on the Municipal Airport-Coulter lands; Robert Breckenridge (1767); the Andrews-Huff-Watts tracts in one boundary, and the Huntington Court-Liberty Land Company area in another. William Carvin (1735) received grants for the Airlee Court section, along with a portion of the Nininger land. Francis Graham (1767) was on the Coon tract at Tinker and Carvin Creek and below him was John Robinson (1767) on the Brentwood-Fleming Court section. Rounding out the northern area were John McNeill (1767) and Thomas Barnes (1764 and 1767). The Mason, McClanahan-Neely people had the remaining northwest area, except along Peters Creek, where Methusaleh Griffith had two large tracts. This is roughly the coverage of the original grants.



"Kefauver's Folly" was the name generally given to this huge country store which sold just about everything. Buggies which appear to be on the second story porch actually were brought in from ground level on the other side. It stood on ground now occupied by the municipal building.

IS YOUR (FAMILY) NAME WRITTEN HERE?

By the end of the Revolutionary War about 30 farmers owned all the land comprising the Roanoke of today. Homestead sites were exhausted. So the throngs who passed through the Valley over the Wilderness Road, or who came in from the east by way of Bedford County, sometimes camped for awhile beside the Big Lick, but then passed on. They plodded southwest toward

One of the two best hotels in early Roanoke was the Rorer Park. It was considered a suburban hostelry as it stood three or four blocks from the center of town on Church Avenue near the present Jefferson High School.



THREE GENERATIONS OF GROWTH IN THE MILLING INDUSTRY

ROANOKE CITY MILLS INCORPORATED

THE SOUTH'S LARGEST AND FINEST
FLOUR AND FEED MILLS



1957 marks over a half century of growth and progress in the flour and feed milling industry for Roanoke City Mills, Inc. From the birth of the company in Pulaski, Virginia in 1892, the organization has made a step-by-step advance, until it can now boast of having two of the largest and most modern plants in the South. The phenomenal growth of the company can be attributed in a large part to the combined efforts of a group of men striving to produce a quality product paralleled by effective service. The present-day enlarged capacity of the company makes it possible to give a quality product to the consumer, as well

as versatility and quick availability. As a result of these efforts, the consumer, as well as the community, become direct beneficiaries—the consumer gaining satisfaction of a good product, and the community advancing in industrial growth.

The entire company takes a great amount of pride in being a part of Roanoke's DIAMOND Jubilee Anniversary. It is the goal of the company to continue to progress by means of an appraisal of past performance and a steady scrutiny of prospects for the future, thereby rendering a greater service to the consumer and aid in the growth of the community.

Visitors Always Welcome

**METROPOLITAN AND LIGHT WHITE FLOURS
PUREBRED AND BIG BOSS FEEDS**



PRESENT DAY MILL 1917 - 1957
DAILY CAPACITY 2,000 BARRELS FLOUR — 1,200 TONS FEED



This was Crystal Spring in 1890 whose waters powered the McClanahan mill wheel. The mighty spring was Roanoke's sole water supply for many years and the grounds around it in South Roanoke were a favorite picnic spot.

the gap in the Cumberlands and Kentucky beyond, or turned south on the Carolina Trail which we now call Franklin Road (Route 220). Roanoke, with all its natural advantages, was not to become a city for a hundred years.

Those who were here long before there was a Roanoke had a multitude of national and religious backgrounds. Most of those early Americans were fresh from Germany, France, England, Wales, Scotland and Ireland. Some who settled here in the dim days had several generations of eastern Virginia, Pennsylvania or Maryland living in their family trees. The combination made for a strong ethnic group—a typically American community.

F. B. Kegley, a deep student of early southwestern Virginia, and author of "The Virginia Frontier" has listed many of those early names by origins. In the first Mennonite group from Lancaster County, Pennsylvania, came men named Miller, Bowman, Harman, King, Baumgardner, Long, Lowman, Grove, Zimmerman, Bushong (Beauchamp) and Clemons. Among the Huguenots were such names as Crockett, Duval, La Rue (Larew) and Maupin. The Welsh, who settled in eastern Roanoke County and western Bedford, answered to Bowen, Carvin, Cloyd, Davis, Evans, Floyd, Givins, Henderson, Jennings, Owens, Price, Roberts, Rogers, Vaughan, Watts, Welch.

Among prominent German names were Akers, Baker, Bailey, Barger, Black, Cook, Chapman, Deyerle, Fisher, Fugate, Gish, Gherst (Garst), Hill, Lawrence, Mays, Miller, Palmer, Phillips, Schultz, Stone, Vause and Vinyard. Later, from the tide-water of Virginia, Maryland and the Carolinas came families of English descent with such names as Bell, Carter, Cocke, Davenport, Dudley, Goodwin, Hancock, Johnston, Jordan, Page, Pate, Russell, Smith, Tayloe, Turner and West.

But the Scotch-Irish were most numerous and finally predominated. Court records indicate the odd fact that German girls usually married Scotch-Irishmen, so many

Nearby the Crystal Spring was the McClanahan home. This pleasant house stood on the present site of the First Presbyterian Church at South Jefferson and McClanahan Street.





the best is yet to be written . . .

As Roanoke celebrates its Diamond Jubilee,
Heironimus begins its 68th year of service to Roanoke and Western Virginia.

It is wonderful to live a little in the past, and to recall with nostalgia
the early years of our city and our business, but even as we do,
our thoughts are to the future . . . as we build for
an even greater Roanoke . . . a greater HEIRONIMUS!



Raleigh Tavern, the area's first hotel, stood until recently on the old Lynchburg Road near the Hart house and the Big Lick post office. It was built about 1840.

of the old names disappeared. Further, the Scotch-Irish were naturally aggressive; in time's course they came to own most of the best land and streams. Prominent among Scotch-Irish settlers were families called Armstrong, Buchanan, Breckenridge, Campbell, Williamson, Crawford, Craig, Edmunstons, Ewing, Fleming, Hamilton, Ingram, Lewis and Logan. Also Martin, Mills, McClanahan, McDonald, Patterson, Patton, Paul, Preston, Read, Robinson, Ross, Rutherford, Smith, Stuart, Tosh, Walker, Wilson, Wood, Wright and Young.

* * *

So all these peoples, each with pride in ancestry and pride in abode, began their lives in Roanoke Valley between 1740 and the early part of the last century. They battled the soil and fought the Indians. They organized, were subject to militia and ranger calls in the pursuit and punishment of raiding Cherokees and Shawnees. Some fought at Point Pleasant and met the enemy in the French and Indian War. They were at Kings Mountain and Guilford Court House during the Revolution. They were at Yorktown. There is not space here to detail their deeds, but their records remain in court house vaults and in the archives of historical societies.

These men and women met the frontier head-on. They fashioned a life of peace from the wilderness. They grew as America grew—as Virginia grew. They were our ancestors.

SETTLEMENT KNOWN AS BIG LICK BEFORE 1800—AS GAINSBOROUGH BY 1834

Thousands of migrants camped at Big Lick Spring on their westward trek. It was natural that a small permanent settlement should grow near there. In 1801 Samuel Adams, who operated a tavern near the spring, projected a town which was called New Antwerp. It did not grow. A few settlers moved higher on the hill to the west near where U. S. 11 crosses U. S. 460. (See Map p. 45). This community was known locally as Spotts, Pates and Gainesborough, but generally as Big Lick. A town was laid out in this area in 1834 by William Rowland and called Gainesborough. (Hereafter given the later spelling of Gainsboro.) Until 1860 the settlement was the most populated in the Roanoke City area. There was a mill, a foundry, a tavern, a store and about fifteen private dwellings. The Baptists, Episcopalians and Presbyterians built churches.

In 1837 Zachariah Robinson built the inn known as "Magnolia". It is at the crossing of the present highway Routes 11 and 460. Among its guests were Henry Clay, James K. Polk, and other dignitaries, certainly including General Andrew Jackson, "Old Hickory," who is known to have attended the popular races held in this section. This building, the long-time residence of Dr. Henry Clay Hart, is still standing. (Three daughters of Dr. Hart are still living in Roanoke.)

Rorer Hall, later called Town Hall, on the northeast corner of Campbell and Third, SW, was the town's first theatre and used for all types of meetings.



ROANOKE'S DAILY NEWSPAPERS KEEP PACE WITH THE CITY'S SPIRIT OF PROGRESS



1886



1957



Roanoke's Diamond Jubilee year dramatizes the magnificent growth of the city since 1882 and the faith of its citizens in the future. The Roanoke Times and The Roanoke World-News share that faith and, "on the record" have envisioned the city's bright future since pioneer days.

The Times published its first newspaper from a printing shop on Campbell Avenue in 1886. A predecessor of The World-News first published in 1889. Another home of the Roanoke newspapers is shown top center and at right above, the original building on the present site with the modernly equipped mechanical wing added in 1946. In the center is the Times-World Building as it appears today, following an 18-month remodeling and enlarging program that evidences anew the continuing faith of these newspapers in Roanoke and Western Virginia.

THE ROANOKE TIMES • The Roanoke World-News
ROANOKE, VIRGINIA

This early inn became a regular stage-coach stop on the route which led from eastern Virginia to Tennessee. The Big Lick Post Office stood nearby, now moved across the highway and preserved as "Roanoke's First Post Office" and cared for by the Big Lick Garden Club. Also a short distance away on the old Lynchburg Road stood, until recently, Roanoke's first hotel, the Raleigh Tavern (see picture p.33). This became the residence of the Thomas Martin Franklin family from 1859 to the early 1900's.

After the James River Canal was completed from Richmond to Lynchburg in 1840, travel increased and Gainsboro prospered to a degree. The phrase "at or near Big Lick" stuck to everything for miles around and even today is closely linked to the community through business names.

FRONTIER LIFE IN GAINSBOROUGH IN MID-CENTURY

An article in the *National Magazine* of January, 1893 by J. Allen Watts describes Big Lick at the time of the canal's coming as "a very merry and dissipated place."



The present Elmwood Park as it appeared in 1864 when the property belonged to B. T. Tinsley. The home, built in 1831, was owned by the Terry family when the city purchased it in 1911. It later became the city library, now is the garden center.

Then as now Roanokers turned out for any kind of celebration. This is the 1888 dedication of the Masonic Temple about to be built on Jefferson Street where the First National Exchange Bank now stands.



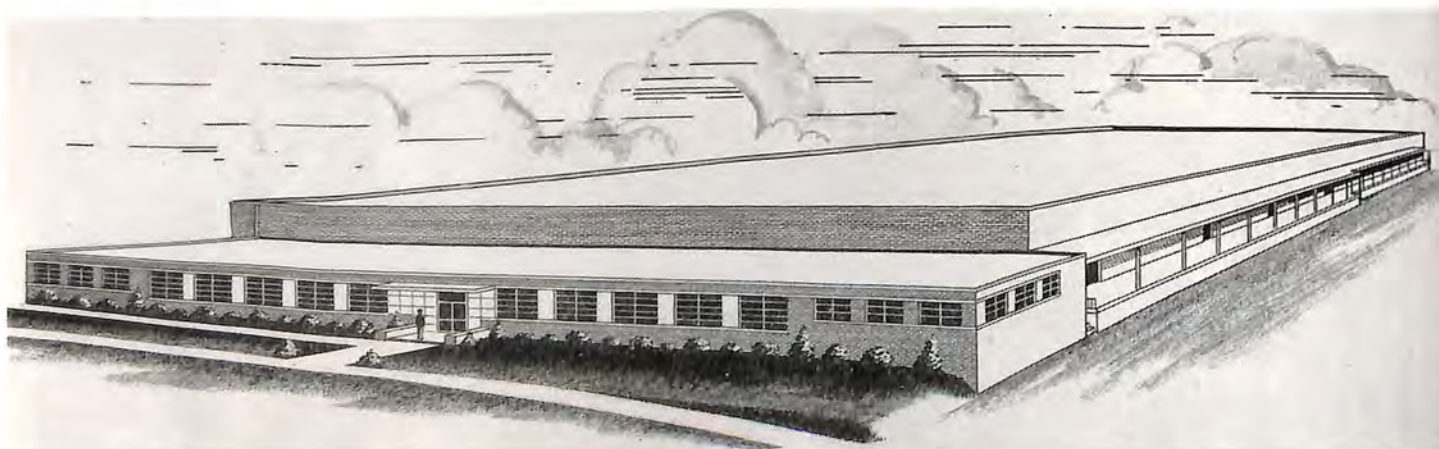


1897

The firm's first expansion was into this building (above) at 17 E. Campbell Ave.; followed by moves into a new larger store and 5 warehouses.

1957

This year, the company occupied the huge new office and warehouse building shown below. It covers nearly 3 acres and is easily reached via main highways.



1888-1957

69 YEARS OF

Constantly Expanding

HARDWARE SERVICE

to ROANOKE and

Surrounding Areas

One of Roanoke's pioneer business concerns, the Nelson Hardware Company was established in 1888. The firm grew rapidly over the years, serving as both a wholesale and retail hardware supplier. It now functions as a *wholesale* hardware distributor *exclusively*.

Nelson Hardware Company is grateful to all who, through their cooperation, confidence and patronage, have helped this firm to provide a constantly expanding hardware service for the past 69 years. On the occasion of Roanoke's Diamond Jubilee, the company looks forward to even greater opportunities for service as distributor of the finest lines of hardware.

NELSON HARDWARE COMPANY

Rhodes Ave. and
11th St., N.E.
Roanoke, Virginia



The Big Snow of 1890 is still talked about in capital letters by Old Heads today. This picture was taken at Jefferson and Church. The roof of the skating rink, left center, fell in.

"Horse-racing was common, there being several race tracks in the immediate vicinity . . . There was a Quarter-course, to use the phrase of that day, in the valley now forming the street passing by the residence of Dr. Hart in the northern part of the city. Races at this place were very frequent and exciting. Local tradition says that General Jackson, "Old Hickory", became so excited over a race as to get in a serious altercation with Mr. George Hancock that almost ended in a duel, which was only prevented by the interposition of General Breckenridge who was also an attendant at the races . . .

"Another favorite diversion of the people was cockfighting, and local tradition to this day tells of the famous cockfight that took place at Big Lick in 1812; but the people of that day did not confine themselves to gambling on horse-racing, cockfighting and analogous sports, but engaged in the formation of towns and land-booms with an ardor which explains the energy and success of their successors in the same line of work."

However, around the mid-century Gainsboro simply existed—an unknown rural community. When Roanoke County was formed in 1838 the older town of Salem was named county seat without much opposition. Salem, incorporated two years before, was larger and on two stage lines which bypassed Gainsboro. The latter was a stop on the route from Lynchburg via Coyner's

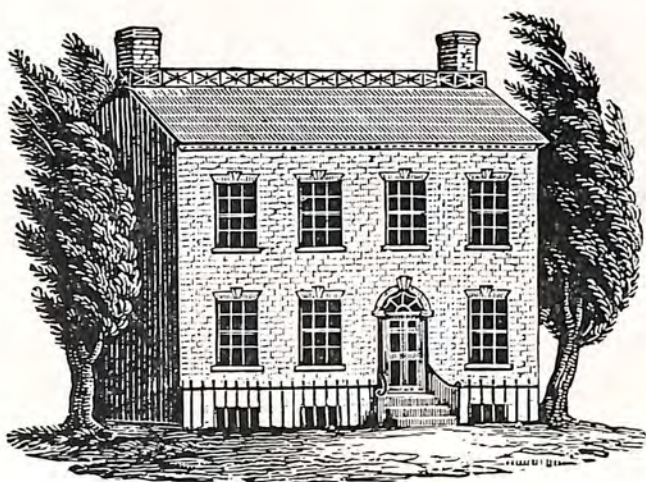
Springs and Bonsack, but that was all—it remained a satellite to the county seat.

THE VIRGINIA AND TENNESSEE RAILROAD REACHES GAINSBOROUGH IN 1852

The end of Gainsboro came with the arrival of the Virginia and Tennessee Railroad. After years of organizational effort this pioneer mountain rail line was begun from Lynchburg in January, 1850, and headed toward the Blue Ridge. When it sought rights-of-way, the towns of Salem and Gainsboro, secure in the patronage of freighter wagons and stage coaches, made no effort to attract it. So the road followed the natural terrain and was laid south of

The entire animal and human personnel of Knepp Livery Stable at Jefferson and Church was shined to its Sunday best for this formal photograph. Sam and Ben, the horses, seem proud to be chosen for the center of the picture.





Since 1890, the highest quality building brick has been manufactured by Old Virginia Brick Company, Incorporated. Down through the years, from the earliest homes to the latest buildings, still under construction, Old Virginia Brick has played an important part in building a greater Roanoke.

67

YEARS OF SERVICE TO THE BUILDING INDUSTRY

From 1890 to 1957 Old Virginia Brick Company has kept abreast with the trends of building with increasingly better moulded brick, face brick, common brick, NATCO glazed tile.



OLD VIRGINIA BRICK Co.

INCORPORATED
SALEM, VIRGINIA



Virginia and Tennessee Railroad's locomotive "Roanoke" was one of the first to operate on the new line from Lynchburg to Bristol. This picture of the little 22-ton engine was taken in 1858. All V. & T. locomotives bore names instead of numbers.

each town. John Trout, who ran an inn where the Ponce de Leon Hotel now stands, was more gifted with foresight. He, with Colonel William M. Peyton, who owned the Elmwood tract, John Shirey and William McClanahan assisted the railroad in acquiring land, Trout selling $7\frac{1}{2}$ acres at \$40 per acre and McClanahan selling 15 acres at \$65 per acre. Trout purchased Yellow Mountain for the timber to supply cross ties to the Virginia-Tennessee Railway.

So when the rails arrived on November 1, 1852, the depot (where the Railway Express office stands today) was called Big Lick. Gainsboro businessmen saw the light. Samuel Holt left the original community to open a store near the present freight station—others followed. Old Commerce Street from the railroad to the present Greene Memorial Church was the main business street. This was the nucleus around which, thirty years later, a railroad city would grow.

The Virginia and Tennessee, started with no rail connections anywhere—its materials were brought in to Lynchburg by canal barges—was built through to Bristol on the Tennessee line. Steam links came fast. By 1858 it was part of a continuous rail line from the Atlantic to the Mississippi and the Gulf. Travelers and cargo destined for California, a popular trend begun in the days of the Gold Rush, going via New

Orleans and the Panama Isthmus, loaded its cars. The telegraph linked southwest Virginia with the outside world.

You might think that Big Lick would have burgeoned then, become a thriving new city beside the iron rails. Salem grew as did Liberty (now Bedford), Christiansburg and Wytheville. But Big Lick was a way station, seemingly content to remain a small, prosperous farming community.

The War between the States took Big Lick's manpower. Agriculture suffered. The railroad was cut and the community was isolated from markets. Long afterwards Henry Trout told how his company departed for the "fightin' ground," each man armed with an 18-inch knife to "carve up Yankees, providing they fight." Those who gathered to see the boys off were sure of their return by harvest time. Several harvests passed. And many did not return at all.

THE TOWN OF BIG LICK 1874

In the 'seventies there was growth and enterprise in the village. There was a lumber mill, a plaster mill, tobacco factories and warehouses and several dry goods stores. There were three churches, two "photograph galleries", three saloons and a num-



Roanoke's Oldest Independent Dairy



Pictured above is the Clover Creamery of 1912 with its horse-drawn delivery wagons. The location is that of the present plant.

When Clover Creamery Company opened for business on January 1, 1898, the location was "Solitude Farms," in the neighborhood of what is now Memorial Avenue in Virginia Heights. Founders were the late C. L. Bush and the late C. T. Lukens. Since organization the company has expanded in keeping with the development of the Roanoke trade area.

First move from the original location came on May 1, 1898 and was made to the northeast corner of Nelson Street and Tazewell Avenue, S. E., a half block from the present plant which was built in 1911 and occupied that year two days before Christmas. Latest and complete facilities are constantly maintained. This plant has been enlarged several times.

Clover Creamery began operations as a corporation on January 1, 1914. President today is H. M. Bush who has been with the organization since September, 1900. Vice President W. C. Lukens, a son of one of the founders, and Secretary-Treasurer H. L. Bush, son of the President, form the management team. Besides the Roanoke plant, Clover has manufacturing facilities in Radford, and distributing plants in Salem, Lexington, Martinsville, Galax, Pearisburg and Wytheville to satisfy the ever-growing demand for finest quality Clover Brand products.



Quality Products since 1898

CREAMERY CO., INC.

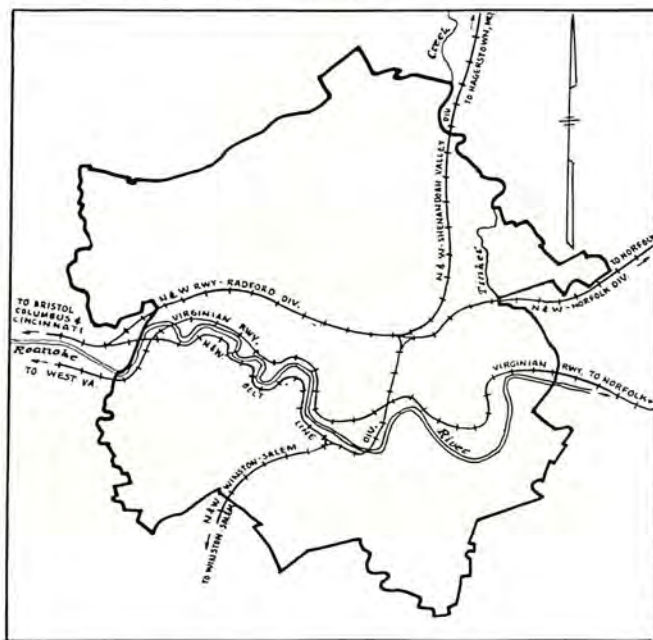
**ROANOKE
VIRGINIA**

ber of dwellings. A charter was obtained in 1874 for the Town of Big Lick, the boundary encompassing a one-mile square area, "commencing at the depot of the Atlantic, Mississippi and Ohio railroad in the town, and extending therefrom one-half mile north, east, south and west and embracing the area contained therein, with the exception of the land of Mrs. Jane Lewis, which shall be excluded from said corporation". John Trout was named as the first mayor, with Ferdinand Rorer, Isham Ferguson, Peyton L. Terry, James M. Gambill, Dr. James McG. Kent and William Raines as councilmen.

Streets were graded and mudholes kept more or less filled. Sidewalks were laid—some of stone or brick but mostly of wood. Wells were dug, some being shared by several business houses. Dirt from excavations was used to fill frogponds. Revenue came from business licenses and from a head tax. There was a town sergeant and a jail, a school house and a town hall. (Picture p. 33). Tobacco production increased and there was higher employment. The progress of the town was complimented in a patronizing way by residents of nearby "cities".

According to historical sketch in the Decennial souvenir booklet of 1892 "in November, 1881, twenty-nine years after its establishment, Big Lick contained about 600 inhabitants and was the center of considerable trade, the number of buildings of all kinds at this date being 119." Not even

GENESIS OF ROANOKE RAILROADS



- 1852—Virginia & Tennessee Railroad built through Big Lick from Lynchburg on way to Bristol.
- 1870—V. & T. combined with South Side Railroad (completed 1854 and including City Point Rail Road completed 1838) and Norfolk & Petersburg Railroad (completed 1858) to form Atlantic, Mississippi & Ohio Railroad stretching from Norfolk to Bristol.
- 1881—A. M. & O. reorganized as Norfolk and Western Railroad.
- 1882—Shenandoah Valley Railroad completed from Hagerstown, Md. to Roanoke.
- 1890—Shenandoah Valley purchased by N. & W.
- 1892—Roanoke and Southern Railway completed from Roanoke to Winston-Salem, N. C. (The Pumpkin Vine) acquired the same year by N. & W.
- 1896—Norfolk and Western Railroad reorganized as Norfolk and Western Railway with main line from Norfolk to Columbus, Ohio.
- 1901—N. & W. purchased line from Portsmouth, O. to Cincinnati, thus completing major part of present system.
- 1909—Virginian Railway opened through Roanoke from Deepwater, W. Va. to Norfolk.

When the newly named Norfolk and Western moved its general offices to Roanoke from Lynchburg in 1883 they occupied this building at the Jefferson Street railroad crossing. When it burned in 1896 the first of the present general office buildings was erected on the site.



VIRGINIA IRON, COAL AND COKE COMPANY

P. O. BOX 1871

ROANOKE, VIRGINIA

A VIRGINIA CORPORATION

—SINCE 1899—

Owners and Producers of Natural Resources

Chartered in 1899, Virginia Iron, Coal and Coke Company moved its general offices to Roanoke in November, 1908. The company was originally organized as an integrated iron producer, and included among its assets were iron ore, coal, and other mineral lands, timber lands, iron furnaces, coke ovens, charcoal furnaces and other properties related to the production of pig iron. With the demise of the iron production business in Virginia during the early 1920's the company concentrated largely on the production and sale of coal from its extensive coal deposits. Coal sales still constitute the bulk of the company's income and its management believes that coal will be one of Virginia's most valuable natural resources for many years.

In accordance with their belief in the expanding future of Southwest Virginia, however, present management is seeking diversification in the fields of natural gas, road construction and crushed stone production.

The company looks forward to a prosperous and increasingly productive future for Roanoke and the surrounding areas.

SAMUEL T. BROWN, *President*

—SUBSIDIARIES—

**VIRGINIA STONE & CONSTRUCTION CO.
BANNER FUEL CORPORATION**



Roanoke's first volunteer fire department was the Vigilante Steam Fire Co. No. One, which took great pride both in its performance and its appearance.

its staunchest citizen could visualize what was to happen in the next twenty years.

* * *

The Virginia and Tennessee Railroad, called "the gut of the Confederacy" by

After the Vigilantes were chartered the city purchased a fire engine which would throw water 150 feet and built this fire house at the corner of Jefferson and Kirk. Picture of the imposing structure was taken in 1888.



Abraham Lincoln, had been a target for Yankee raids throughout the War and had emerged in an almost completely broken condition, with no money, no materials, no resources. With the aid of citizens along the way, including those in Big Lick, it was eventually rebuilt into a prosperous line and in 1870 under the prompting of General William Mahone it merged with two other roads to form a route from Norfolk to Bristol called the Atlantic, Mississippi and Ohio. This road faltered financially during the depression of the mid-'seventies and in 1881 was sold at auction to a Philadelphia syndicate headed by C. H. Clark. It was renamed the Norfolk and Western.

Now the Clark group also owned an almost defunct property called the Shenandoah Valley Railroad which promoters a decade before had projected south from Hagerstown, Maryland, but had done little more than "stock-selling" grading. Under the leadership of a young man named Frederick J. Kimball the Shenandoah Valley was opened to Waynesboro in the spring of 1881. It was then that Kimball, who also was an N. & W. vice president, persuaded



1902-1957

NOW AS THEN

THE SIGN OF GOOD TASTE

Enjoy COCA-COLA Ice Cold

ROANOKE COCA-COLA BOTTLING WORKS., INC.

346 CENTER AVE.

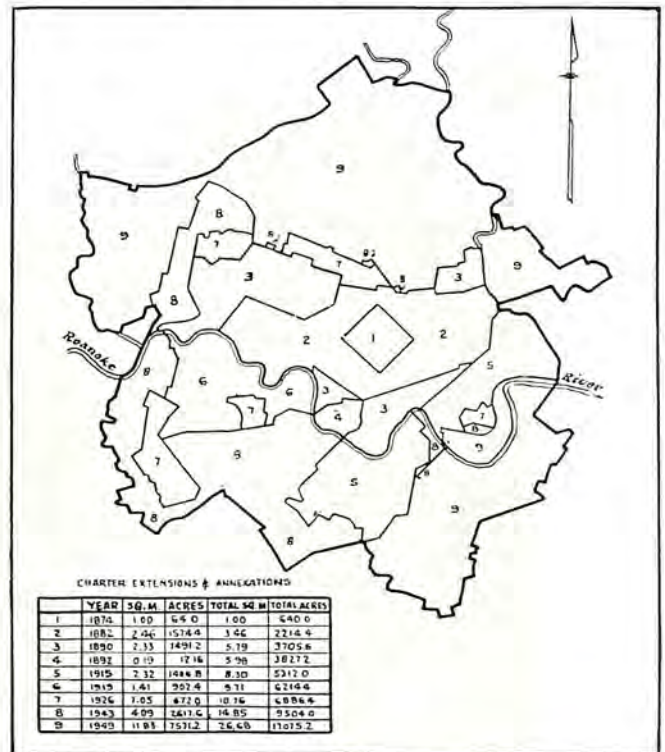


his board of directors to lay a line to the rich coal fields at Pocahontas on the West Virginia line. He immediately began the work of connecting the Shenandoah Valley Railroad with the Norfolk and Western. The point of connection was uncertain. Therein lies the story of the City of Roanoke.

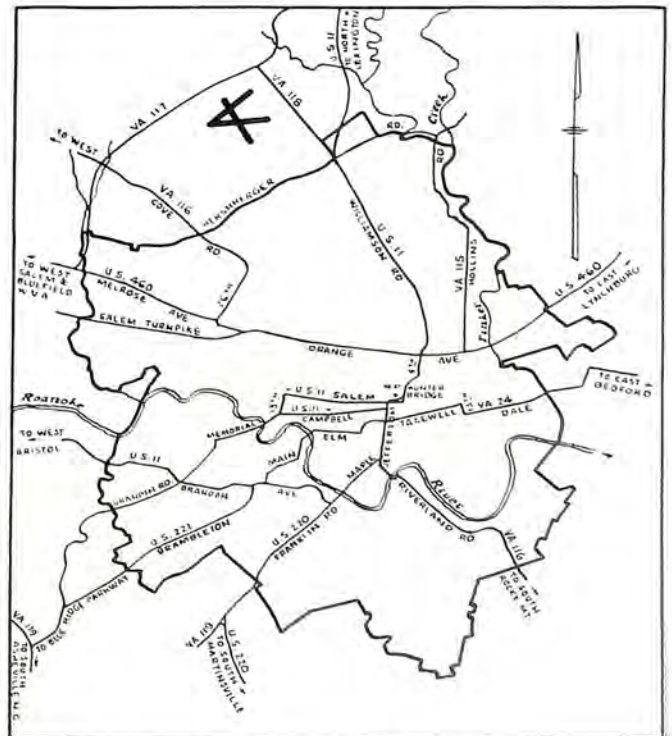
THE "MIDNIGHT RIDE" OF THOMAS AND MOOMAW

Another projected railway, The Valley Road, had purchased right-of-way, even built culverts for a proposed terminus in Salem. Salem having been the county seat for over forty years, was now to be a railroad junction. This prospect aroused the Big Lick residents. So a mass meeting was held in June, 1881 in the old Neal House to discuss ways of insuring that the Shenandoah Valley Line join the N. & W. right in the middle of town, not at some other spot between Lynchburg and Salem. John C. Moomaw of Cloverdale appeared before Big Lick Town Council and had previously urged taking action to have the railroad enter Big Lick. P. L. Terry called a mass meeting of leading citizens who included H. S. Trout, T. T. Fishburn, George B. Tayloe, M. C. Thomas, F. Rorer, J. M. Gambill, John Kefauver, W. H. Startzman, James Neal, C. W. Thomas, S. W. Jamison, C. M. Turner, Marshall Waid, R. H. Fishburn, and possibly others. He suggested that, if the citizens of Big Lick would get up a petition and subscribe a sufficient bonus and offer a terminal site, the road could possibly be brought to Big Lick. Moomaw left the conference to start for Lexington to attend a meeting of the directors of the Shenandoah Valley Rail Road the next day, having already secured pledges for a free right-of-way from Cloverdale to Big Lick. He requested that if the subscription with petition were completed that it be sent by special messenger to a certain point this side of Buchanan and delivered to him. A hurried call of citizens was made and a subscription of \$7,875 was raised. C. W. Thomas volunteered to carry the valuable document. He delivered it a little after midnight, at a spot now indicated by a Virginia State marker approximately one mile south of Mill Creek Baptist Church about twenty miles north on Route

GROWTH OF ROANOKE



Above is a graphic presentation of the growth of the city limits from the original square mile of Big Lick through succeeding annexations to the present boundaries. The lower map shows state and Federal highways through Roanoke. Their windings probably come as a surprise to many residents. Most of them follow original Indian or settlers' trails along the natural contour of the land.



MAJOR HIGHWAYS

1901**1957**

GROWING WITH ROANOKE



Early picture of gaslight salesroom of company at 22 West Campbell Ave. Included in this group at right of old photograph are S. F. Woody, President and C. H. Chrisman, Vice President of the company.

ROANOKE HARDWARE COMPANY

DISTRIBUTORS — MARTIN-SENOUR PAINTS

The Roanoke Hardware Company is the oldest hardware organization in Roanoke considering its predecessors in business. The old firm of Watts, Bell and Evans, established in 1885 or '86, was succeeded by Evans and Chambers at 101 Commerce Street which was the beginning of the present Wholesale Hardware firm. The old Evans organization was purchased by Butt, Price & Company which was succeeded by Price-Armes Company. This latter firm was purchased in 1901 and at this time became known as THE ROANOKE HARDWARE COMPANY. In 1907 the business of Fairfax and Bell was purchased. Organizers of The Roanoke Hardware Company were A. H. H. Boyd, W. B. Clemmer, I. M. Warren and S. F. Woody.

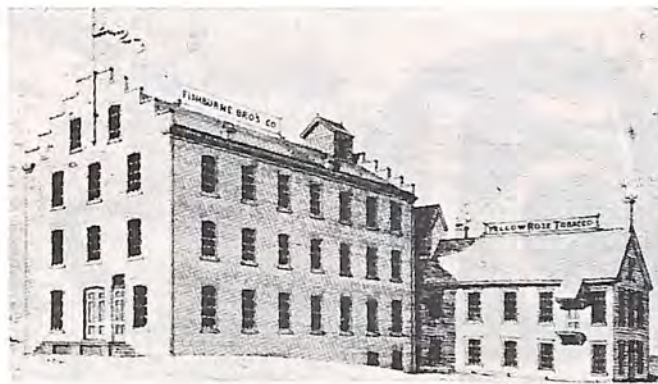
Martin-Senour Paints have been distributed in the Western Virginia area by Roanoke Hardware Company since 1918. We are proud of our association with the fine quality products of the Martin-Senour Company for so many years and look forward to many more years of continued service to the Southwest Virginia area.

S. F. WOODY, *President* C. H. CHRISMAN, *Vice President*
ROBERT W. WOODY, *Secretary-Treasurer*

11. Papers in hand, Mr. Moomaw, riding all night, went on to Lexington.

The officers of the railroad were northerners, and wanted it certain that their line would find cooperation and encouragement at the point where it joined the N. & W. There were great things planned at this point by men who controlled both carriers. Big Lick had been investigated for available land and water, but the subscription offer did the trick. Colonel U. L. Boyce, a railroad official, is credited with saying, "Gentlemen, this brings the road to Big Lick". Kimball, president of the Shenandoah Valley and shortly later to be president of the Norfolk and Western, declared, "Those Big Lick folks are alive, and we will find friends there."

The 102-mile project was started immediately. Rails climbed the divide into the upper James River Valley, passed Natural Bridge and Hollins and swung into Big Lick. The first train ran on June 18, 1882.



This is typical of the early tobacco "factories" in the town. Warehouse was located at 320 Loudon Avenue, N. W.

THE TOWN OF ROANOKE 1882 (CHILDHOOD)

But before the steam cars came Big Lick as a name had disappeared. The people knew there was to be a city, railway shops, factories and offices. They felt a more dignified name was needed. T. T. Fishburn suggested the name Roanoke. There was a

The city was proud of its first Market House which stood where the present one operates in Market Square. The farmers' covered wagons were a common sight.



51 YEARS OF *Service*

A backyard shed on 8th Street in Southeast was the birthplace of Roanoke's largest laundry and cleaners. Mr. and Mrs. J. T. Eanes, present owners and operators, began a towel and office linen operation with 2 zinc washtubs and the usual scrubboards. One washed and ironed . . . the other delivered by horse-drawn streetcar and wagon. Today 225 Ideal employees serve the Roanoke area operating a modern plant, eight branch stores, and 21 pick-up and delivery routes.

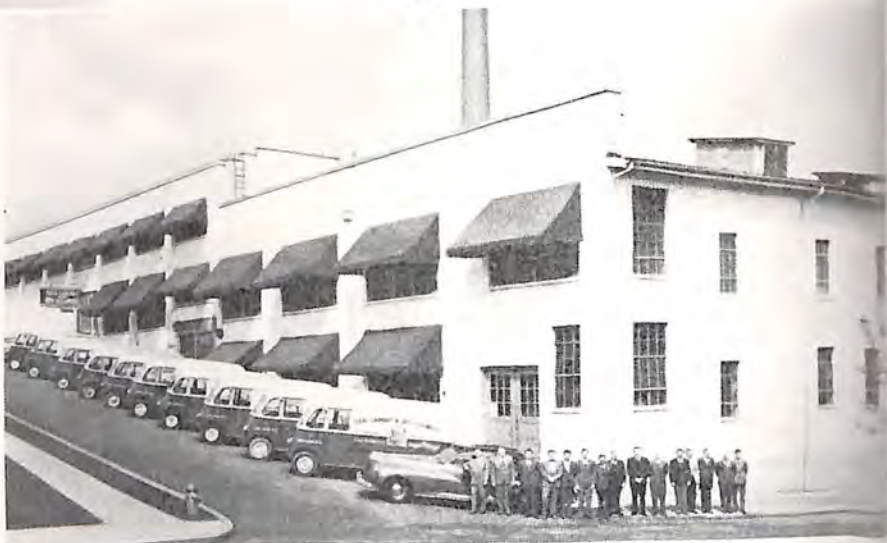


1910

From our initial backyard laundry operation, we have grown our present two and three-story plant, to offer our customers a complete laundry, dry cleaning, rug cleaning, rental linen and industrial uniform service.

"Service" has been our motto since 1906. It will always be. We are proud to have "started" with Roanoke in its infant days and take even greater pride in being an important part of Roanoke today, serving as its largest laundry and cleaning concern.

1957



8 CALL OFFICES

- 728 East Church Avenue, S. E. (Main Plant)
- 1104 Brandon Avenue, S. W.
- 1820 Memorial Avenue, S. W.
- 1228 Jamison Avenue, S. E.
- 872 Franklin St., Rocky Mount
- 1711 Williamson Road
- Melrose Avenue Mick-or-Mack
- South Roanoke Mick-or-Mack

Ideal Laundry & Dry Cleaners, Inc.



28 Trucks Serve 21 Routes in Roanoke and Vicinity

This post office was at the northeast corner of Church and First Streets. It was followed by another building on the same site, before the post office was moved to its present location.



popular balloting to decide between “Kimball” and “Roanoke”. “Kimball” won out by a vote of 57 to 17—he was becoming something of a local hero—but the modest railroader refused the honor, wiring from Philadelphia: “On Roanoke River, in Roanoke County—name it Roanoke.”

So “Roanoke” was the name presented to the legislature and a charter was requested. That charter was granted on February 3, 1882, to become “effective from its passage.” The Decennial history written in 1892 explained that although the charter date was in February “yet amongst the earlier town authorities and the officials of the Roanoke Land and Improvement Company the junction of the railroads on the eighteenth of June was considered the real inauguration of the town”.

At that time “Salem Avenue was a marsh and rabbits could be hunted on the ground where Hotel Roanoke was to rise.”

ROANOKE'S EARLY MAGIC GROWTH

Then came the boom, a time of almost fantastic activity, of influx of job-seekers,

of rocketing real estate values. Those seeking quick wealth in the operation of everything from mines to hardware stores converged from all parts of America.

The first great industry was the Roanoke Machine Works, started in that fateful 1882 with promise of immediate jobs for a thousand men. Capitalized at first for \$365,000 (increased the next year by half a million more), its job was the production and repair of railroad equipment for both the Shenandoah Valley and the N. & W. It is now the vast Roanoke Shops of the Norfolk and Western and has built steadily eastward from its original location at the exact junction of the two railways.

The Crozer Iron Furnace was started with a promise of 150 more jobs. It became known that the Norfolk and Western's general offices in Lynchburg would move to the new city. The railway built the first Hotel Roanoke, a mansion of 38 rooms. Homes by the score were going up everywhere. It was said that the new Roanoke was the most excavated place in the United States. The Roanoke Gas Company and the Roanoke Water Company, later consolidated, were both organized in 1882 to provide essential services.

DIAMOND QUALITY FOR OVER 50 YEARS!!



In 1907, in serving the Roanoke "Metropolis" we averaged 10 miles per "bale of hay" with 4 horses and wagons. Then, Crystal Spring, at the foot of Mill Mountain was Roanoke's (and our) sole source of water supply. Now you know where we got our name.



Now, in 1957, with Roanoke's most modern LAUNDRY-CLEANING plant, we offer you the finest in:

- ★ DRY CLEANING
- ★ LAUNDRY
- ★ DIAPER SERVICE
- ★ FUR & WOOLEN STORAGE



CRYSTAL SPRING *Laundry and Dry Cleaners*

FRANKLIN ROAD AT ELM AVE
ROANOKE, VIRGINIA



BRANCH STORES: No. 1—3008 Williamson Road
No. 2—Melrose Ave. at Edgewood—Opposite Young's Super Market

There was big money involved—and bigger ideas. The boom was delirious. Merchants scrambled and jockeyed into the best business sites. Soon a few brick stores and dozens of flimsy, false-front wooden ones were crowding Salem and Norfolk Avenues. Building materials were at a premium and the supplies of nearby towns were exhausted. All during that year of '82, newly-graded streets were churned into mud after each rain. Lumber was piled everywhere. Open ditches for water lines blocked intersections. The railway built a new depot and urged the establishment of a national bank. The First National was opened in a shed on Commerce Street (Second), with Henry Trout as president. Real estate, then as now, was Roanoke's

growing too fast to be kept under control. Wooden sidewalks—wobbly, unsatisfactory and even dangerous—were makeshifts to keep citizens out of the mud. At first oil lamps were the only means of illumination—except in the rail depot and Hotel Roanoke where gas lights were supplied by a special machine. These feeble street lights were likened to beacons along a seacoast; as one faded from sight another appeared in the far distance to guide the nocturnal pedestrian home. And there was plenty of after-dark movement. Gamblers, prostitutes and thieves had followed the legitimate inrush. Saloons stayed open at will.

The Roanoke Leader editorialized: "The New Union Depot has been a great resort



The coal-burning "dummy" engine "Carrie" was the pride of the street car line between Roanoke and Salem in the late 'eighties.

most active commodity. Some subdivisions were neatly surveyed and staked. But other haste-filled agents stepped off distances from plow furrows marking streets, dug in heels to mark beginning points and then paced off lots by the "foot" or "step" survey method which would bring headaches to land owners and lawyers of the future.

ROANOKE HAS GROWING PAINS (ADOLESCENT AGE)

Mayor Lucian H. Cocke and his council did their best, but the town was simply

for loafers, much to the discomfort of those having business there. This is particularly the case after dark, where a promiscuous assemblage frequently makes the night hideous. We have frequently noticed more intoxicated men than the law allows at one time and in one place. Where is the Police?"

A reporter for the *Baltimore Sun* looked over the Magic City and commented in part: "At night with the red-light beacons of the barrooms all ablaze over the plank sidewalks, and the music of the violins and banjos coming through the open doors and

Meeting Roanoke's ever-changing needs in BANKING SERVICES



First home of Colonial-American at 116 West Campbell Ave. in 1910.



Later, Colonial-American occupied this building on its present site.



In 1926-27, Colonial-American built this modern building at Jefferson St. and Campbell Ave., where the bank's main office is now located.

. . . since 1910

Resources of The Colonial-American National Bank have grown from \$478,000 in 1910 to more than \$39,000,000 in 1957. Our greatest asset, however, is the good will of our customers gained by constant alertness to Roanoke's ever-changing financial needs . . . and constructive help in meeting those needs in an understanding way.

47 Years of Steady Progress

Back in 1910, a group of forward-looking businessmen founded The Colonial National Bank as The Colonial Bank and Trust Company. Two years later, The American National Bank . . . first known as The Bank of Commerce . . . was organized. Through a merger in 1929, The Colonial National and The American National became The Colonial-American National Bank. In 1946, The Liberty Trust Bank was merged with Colonial-American.

Looking Ahead with Roanoke

Today, with more than 50,000 accounts of various types, Colonial-American is one of the largest banks in Western Virginia . . . and still growing. You will find Colonial-American responsive to *your* financial needs, progressive in outlook, and resourceful in meeting situations that call for far-sighted banking service. Let us show you how Colonial-American can make your banking easier, time-saving, and convenient.

THE Colonial-American NATIONAL BANK of Roanoke

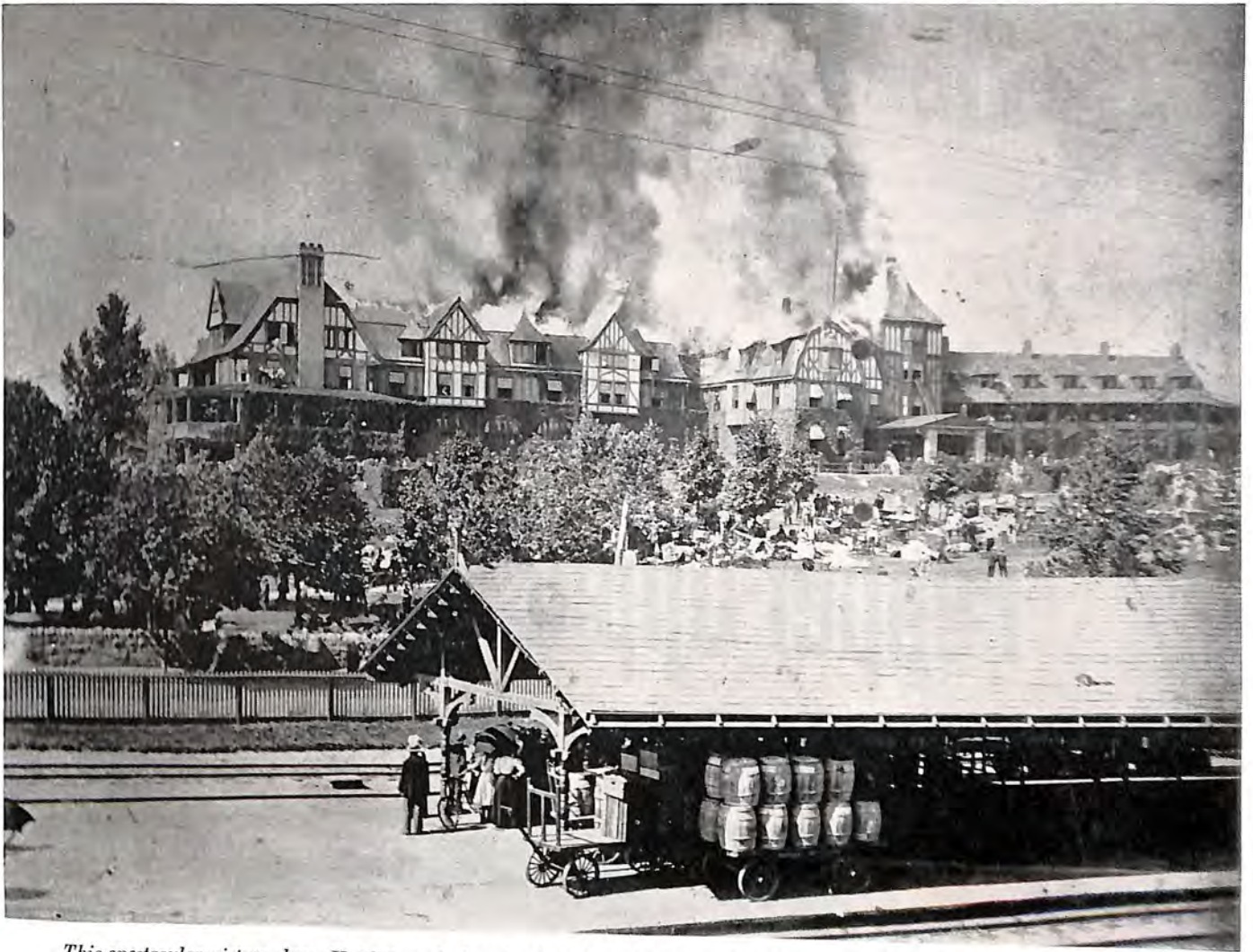
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION
MEMBER FEDERAL RESERVE SYSTEM



WILLIAMSON ROAD BRANCH
Williamson Rd. at Huntington Blvd.



NORTHWEST BRANCH
Melrose Avenue at 23rd Street



This spectacular picture shows Hotel Roanoke burning in 1898. The cause looked hopeless but the building was not entirely destroyed. In the foreground is the platform of the railway station then located in the middle of the tracks.

windows, the town suggests a mining camp or a mushroomed city in Colorado.”

Roanoke’s naturally fine climate probably helped it escape a serious disease problem. There was a smallpox scare, and a pesthouse was established for confinement of patients. Contaminated drinking water made typhoid an ever-present danger and the absence of screens and health regulations in general brought much needless illness and death.

There were no ordinances those first years against cows wandering in the streets or forbidding the keeping of hogs. Trees were planted along the streets but had difficulty thriving in the dust or mud.

So it can’t be said that downtown Roanoke during those early years was beautiful.

It had all the attributes of a city—water, accessibility, naturally charming surroundings. And as to climate, it is recalled that *The Literary Digest* once replied to an inquiry, in effect, that there is scientific basis for the claim that the most ideal climate to be found in the United States is in the lower portion of the Valley of Virginia, right around Roanoke City. In fact, Roanoke had all the attributes of a city except maturity. The town was like a gawky teen-ager suddenly grown to six feet and expected to act as a man, but lacking the training or experience of adulthood.

But most Roanokers then were hard-working businessmen or mechanics with little time for night life or much social activity of any kind. In fact, eligible women

Have a
Dr Pepper

the friendly
"Pepper-Upper" THAT NEVER
LETS YOU DOWN!



When it Comes to Genuine Enjoyment
Dr Pepper Hits the Bull's-Eye!

were so few that when a really big dance was planned, a group of young women were imported from as far north as Philadelphia.

And there was a spirit of fellowship and goodwill among the inhabitants. Nearly all were young, adventuresome and good-natured. Southerner and Yankee and Canadian; urbanite and farmer found out about each other's ways of living and came to mutual friendship. Soon there were jovial men who met for dinners—some in the Hotel Roanoke or Rorer Park Hotel, others in convenient bars; there were public meetings drenched with oratory and there were growing church organizations.

Father Lynch held his first mass in an old passenger coach. The Baptist, Methodist, Episcopal and Lutheran churches of Big Lick expanded. Commerce Street School filled to overflowing. So did the town.

A CITY IN PROSPECT

A count at the end of Roanoke's first year showed 63 merchants, 44 tobacco and cigar dealers, five butchers, eight doctors, 47 hotels and boarding houses, two dentists, 17 liquor dealers, three livery stables, 67 drays, 27 hucksters, four lawyers, four auctioneers and 12 manufacturers, mostly tobacco factories as tobacco was then a major industry of the town. The oldest tobacco factory was established by Isham Ferguson in 1858 (see picture p. 47) and was purchased by T. T. & R. H. Fishburn in 1873. The myriad real estate and insurance sellers, peddlers and easy-money men escaped enumeration.

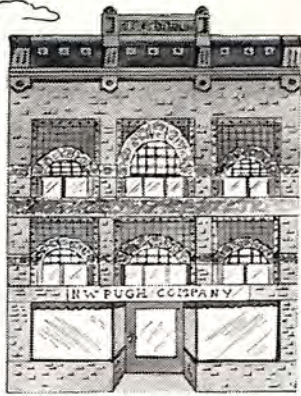
Early churches, institutions and businesses, still prominent in the area today, had already been established (present names listed): Hollins College (1842), Roanoke College (1847), St. John's Episcopal Church

Salem Avenue at the turn of the century when that street was the center of the city's night life. Three barrooms and a bowling alley are in the foreground. Traffic was not a problem then.



YESTERDAY

Sketched at left is the store of 25 feet width then located at 27 West Campbell Avenue occupied by Pugh's until 1926.



TODAY

Our store today is the result of enlargements on four separate occasions at the present site—efficiently furnished and year around air conditioned for your shopping convenience and pleasure.



tomorrow

Looking to the future we think of our two-score years and two—time enough to learn many things that only time teaches. After 42 years we look upon our YESTERDAYS with **appreciation** for your faith and support. TODAY, it is our **pride** that you look to us as one of Virginia's great stores. TOMORROW, we enthusiastically face with **confidence**, determined to give you good quality, good values, good services, continuing to earn your goodwill!

We join with all who have pride in Roanoke
in celebrating

ROANOKE'S DIAMOND JUBILEE

Pugh's

One of Virginia's Great Stores



A panoramic view of South Roanoke in 1893. The country club is at left and the large building at right is Virginia College under construction at the head of Jefferson Street. A farmhouse and cows occupy the remainder of the area.

(1850), First Presbyterian Church (1851), Railway Express Agency and the Western Union Telegraph Company (1852), Greene Memorial Methodist Church (1859), John M. Oakey, mortician (1866), St. Mark's Lutheran Church (1869), Roanoke City Public Schools (1870), Farmers National Bank of Salem (1871), First Baptist Church (1875), Lindsey-Robinson & Company Mills, Inc. (1882), Charles Lunsford Sons

and Izard, insurance (1882) and St. Andrew's Catholic Church (1882), besides other continuing organizations specifically mentioned in this text.

Things stabilized in 1883. In fact, a depression which hit the whole nation in 1884 nearly wrecked Roanoke's first boom before it was well started. The Roanoke Machine Works saved the day, however, by bidding in at a reduced price a contract for

This is Jefferson Street looking south from about Salem Avenue in the early 1900's. Note lone automobile (perhaps the first in town) and police in regalia of the period.



Mirroring Our 30 Years in Roanoke

Employing "a handful" of people, Johnson-Carper shipped its first suite of bedroom furniture thirty years ago. This was the eve of the depression, and the young company needed every manufacturing and distributing advantage it could secure.

Among the most important of these was location . . . location close to markets and sources of supply, of course, but just as importantly, a location where people were cooperative with industry . . . where there was a dependable supply of dependable workers . . . where there were recreational and cultural advantages, and good government . . . where there was a spirit of progress perceivable on all sides.

Johnson-Carper found all these in Roanoke. In thirty years, our product has become one of the best known in its field, and is sold by more than half the nation's furniture retailers. Now employing approximately 700 persons, the Company's physical plant is one of the most modern in the world, and its payroll one of the largest in the city.

Johnson-Carper has made contributions to Roanoke's economy—but Roanoke through the years has faithfully contributed to Johnson-Carper all those things industry needs from its community, to grow steadily and make working and living in that community a pleasure.

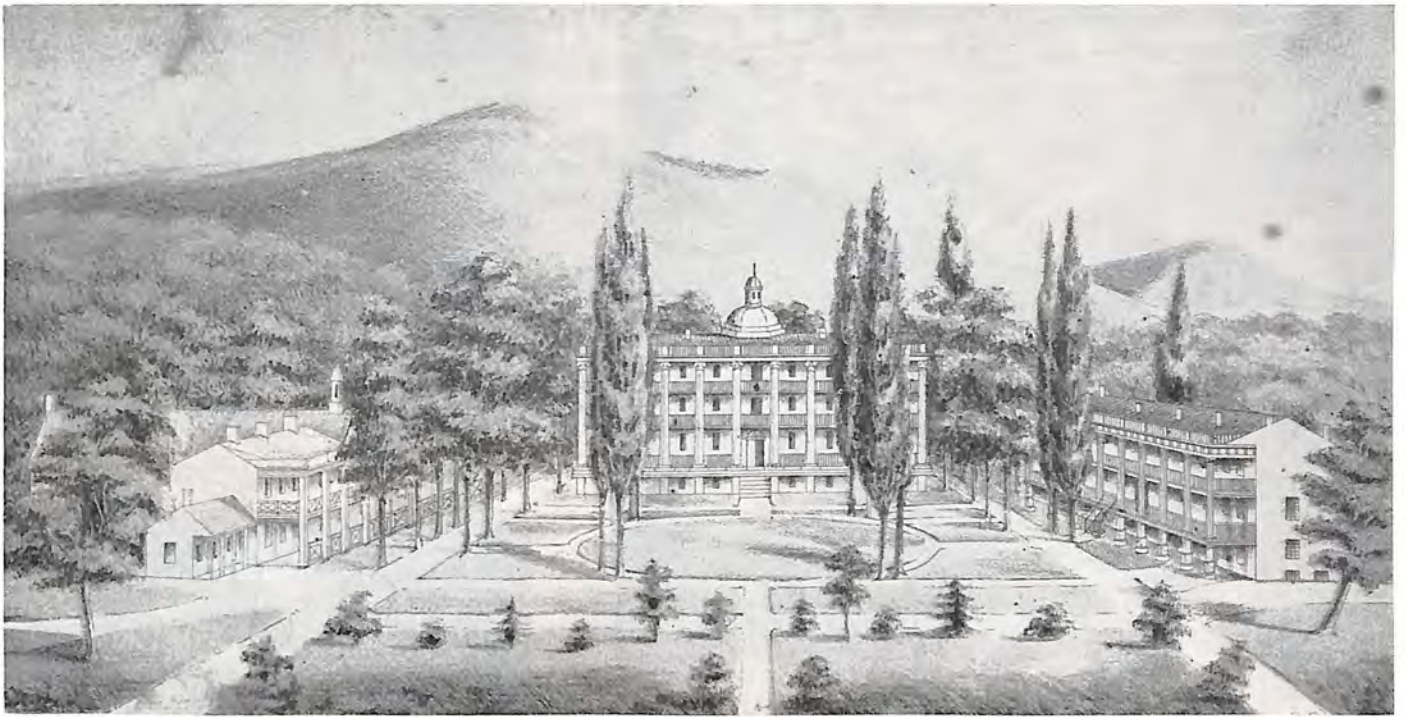


JOHNSON-CARPER FURNITURE CO., Inc.

MANUFACTURERS OF NATIONALLY KNOWN



BEDROOM FURNITURE



An artist's conception of Hollins College where young ladies received "rigid mental training" a hundred years ago.

500 freight cars for the New Haven Railroad. Another company was established in 1883 which was destined to grow with the city: The J. P. Bell Printery of Lynchburg opened a branch with four employees headed by Edward L. Stone. It grew into today's nationally known Stone Printing and Manufacturing Company. Also, the Pitzer Transfer Fuel and Storage Corp. of

today had its one-horse, one-wagon beginning then.

A bond issue was passed to build a sewer system and better streets. Building continued at a good pace, with 100 houses being constructed in the northeast section alone. The YMCA was founded. The assessed valuation of real estate and personal prop-



Roanoke College as it appeared to an artist in 1867. Founded in 1842, the school had moved to Salem in 1847.



Foundry, machine shop, storage yards, and general offices of the Walker Machine and Foundry Corporation, employing 275, are located at Bridge Street and Russell Avenue, S. W.

WALKER MACHINE AND FOUNDRY CORPORATION ROANOKE, VIRGINIA

Producers of

- CAST IRON SOIL PIPE
AND FITTINGS
- RAILROAD AND MINE CAR
BRAKE SHOES
- MACHINED ASSEMBLIES
- CUSTOM CASTINGS OF ANY DESIGN IN
Grey Iron Aluminum
Brass Bronze

Established 1920



At the melting furnace, all metal poured is checked carefully for uniformity and correct mixture.



Here workers are pouring molten iron into molds to form top-quality cast iron soil pipe.



A wide variety of machined assemblies are turned out in this modernly equipped machine shop.



To assure prompt deliveries, a large inventory of cast iron soil pipe is kept on the storage docks.



This was the start of a pioneer motor expedition in 1904 as Wesley Lloyd and Fay LaBaume set out for Norfolk in their Oldsmobile.

erty more than tripled in one year—from \$353,364 in 1882 to \$1,079,012 in 1883.

THE CITY OF ROANOKE, JANUARY 31, 1884

Burgeoning Roanoke remained a Town for four days less than two years. At a jollification held a few months after the Shenandoah Valley Railroad had decided to enter Roanoke, various officials made the expected glowing predictions. Colonel Boyce was called a visionary when he declared the place would have a population of 5,000 in three years. He was wrong—in two years and six months from that date there were 5,276 people in Roanoke. On January

31, 1884 the Legislature of Virginia granted a charter to The City of Roanoke, a city with a seal depicting the goddess of justice and a railroad engine. The new charter consisted of five chapters and 65 sections, compared with five brief articles in the Big Lick charter of only ten years before. Government was growing too.

* * *

Yes, government was growing. And Roanoke in the early days was singularly lucky in eluding the professional politician and the grasping city hall machine. Between 1883 and 1891 a total of \$812,000 in municipal bond issues was subscribed for such developments as schools, fire houses, a court house, public market, streets, bridges and the Roanoke and Southern Railway. Not a large amount, perhaps, on present-day standards, but pretty big for a city of less than 20,000 people, a city less than ten years old and in an era when a dollar a day was good wages.

* * *

It was in 1884 that Locomotive 117 of the Norfolk and Western puffed proudly from the Shops, the first of hundreds of steam engines to be made there until the last left the portal in 1953. The year before a fine freight car stencilled "The Great Southern Dispatch" had rolled from those shops—

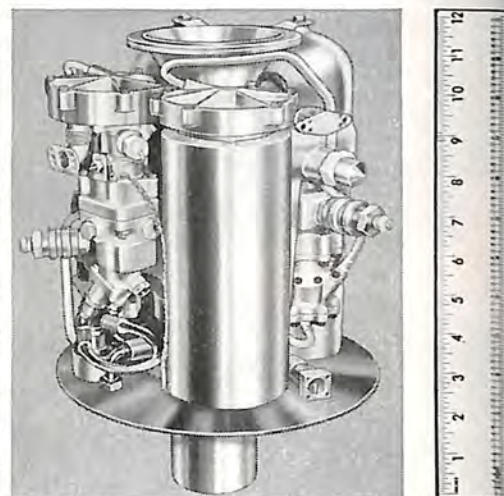
Roanoke's first automobile parade also was held in 1904. Here is part of it as it passed Campbell and Second.



Thompson power units keep guided missiles "on target"!



Army's Production Missiles include the "Honest John" (left), the "Nike" (center) and the "Corporal" (right). It is estimated that Congressional appropriations for missile construction in 1957 will be close to 2 billion dollars.



This is one of the Thompson "Muscles" built to help keep guided missiles "on target" with uncanny accuracy. The self-contained auxiliary power plant shown here is only 12 inches high yet it produces approximately 10 horsepower in electrical and hydraulic energy. This power is used for operating the guidance controls, radar mechanism and intricate computing gear of the missile.



100,000 Revolutions per Minute!

Yes, the tiny turbine wheel which you see here on the watch-size alternator, spins at the rate of 100,000 RPM... almost 1700 per second! It develops electrical current that would be sufficient to light a 100-watt bulb, and is part of a very small Thompson auxiliary power unit for guided missiles. This particular power unit is designed for a useful life of less than a minute!

TODAY'S HEADLINES tell of rocket-propelled guided missiles that soon may be able to travel 400 miles high at 10,000 to 15,000 m.p.h. These fantastic weapons can well be the key to permanent peace among nations.

Now being built for guided missiles are hard-working Thompson Auxiliary Power Units. These busy, complex units supply "muscle" power for steering controls, radar mechanisms and intricate computing gear that guide the missile unerringly to its target, near or far.

Some of these Thompson "A.P.U.'s" can be slipped into your pocket; some are as big as office desks. They range from 100 watts to 60 horsepower in output, and from

a fraction of a minute to several hours in predetermined operating life. Each Thompson unit is highly accurate, even at extremely high altitudes and supersonic speeds. It withstands extreme temperatures, rapid acceleration and friction.

Thompson "custom-engineers" every unit. Each is a highly intricate system involving many specialized electrical and mechanical devices, fuel systems and generators. Yet, all are blended into one compact, efficient package to meet the requirements of our defense.

Behind Thompson are 55 years of automotive, aircraft, mechanical and electronic experience. Thompson

has the engineering skills and the laboratory, testing and manufacturing facilities to solve complex scientific problems. Many industries have learned they can *count on Thompson* to meet their requirements. Accessories Division, Thompson Products, Inc., Cleveland 17, Ohio. Development Laboratories at Franklin County, Virginia and Cleveland, Ohio.



Thompson Products

MANUFACTURERS OF AUTOMOTIVE, AIRCRAFT, INDUSTRIAL AND ELECTRONIC PRODUCTS, FACTORIES IN EIGHTEEN CITIES.



When the Liberty Bell was taken on tour in 1895 it was given a large reception in Roanoke. A throng met it when it arrived on Saturday, October 5.

the first of tens of thousands of cars which have been fabricated there through the years.

Iron mining operations had begun just south of Roanoke. Ferdinand Rorer and associates had built a narrow gauge railroad from about 17th Street, S. W., across the river and down present U. S. Route 220 to the Rorer mines south of West Ridge. The brown hematite ore was greatly in demand. A "dinky" locomotive and 17 small freight cars constituted the rolling stock. From 200 to 250 tons was a normal

day's load, and the management welcomed the enlarged rail outlet for the local product.

The City Council under Mayor John H. Dunstan divided the city into three wards, instituted a system of numbering houses, and appointed a chief of police and a few policemen. The Vigilante Steam Fire Co. No. 1 (hitherto a voluntary outfit) was granted a charter and the city purchased a steam fire engine capable of throwing a stream of water 150 feet. A short time later "The Hotel Roanoke Fire Company No. 2" was organized and was followed by "The

Railroad employees rushed to save the records when the first N. & W. general office building burned in 1896. It was replaced by a six-story structure.



GROWING WITH ROANOKE

FIRST ROANOKE TELEPHONE EXCHANGE
18 Salem Avenue, West
May 1, 1884
35 TELEPHONES

Number	Name	Designation
29	Anderson, W. W.	Hardware
44	Blackwell, Chas.	Residence
19	Chumbley & Walling	Grocers
30	Didier, Edmund	Grocer
18	Demaree, W. L.	Druggist
15	First National Bank	
39	Engleby & Bro.	Tinware
1	Gambill, J. M. & Co.	Wholesale Grocers
28	Gravatt & Co.	Grocers
8	Koiner, Gale & Co.	Druggists
25	Kirk, Dr. J. D.	Residence
23	Luck, Dr. G. S.	Residence
38	Leader Printing	Office
47	Lewis, Col. Thos.	Office
6	Lewis, Col. Thos.	Residence
20	Miller & Co.	Grocers
13	N. & W. Freight	Office
9	Peltz & Griggs	Butchers
7	Rorer Park	Hotel
21	Rorer's Sons, F.	Office
14	Rice, R. K.	Livery Stable
22	Saturday Review	Office
40	Scott & Co.	Druggists
24	Sheppard, J. A.	Residence
31	Southern Express Co.	Office
42	Sands, Joseph	Residence
26	Sims, Dr. H. A.	Office
34	Sims, Dr. H. A.	Residence
41	Terry, P. L.	Residence
12	Terry, P. L.	Office
2	Trout, H. S.	Residence
10	Wertz, C. R.	Grocer
4	Woolwine, C. W. C.	Residence
33	Willits, Dr. I. W.	Residence
35	W. U. Telegraph	Office

AUGUST 18, 1934
Roanoke Converted to Dial Operation

JANUARY 1, 1946
23,778 Telephones in Service

JANUARY 1, 1957
52,046 Telephones in Service

THE
CHESAPEAKE & POTOMAC
TELEPHONE COMPANY
OF VIRGINIA

1883

1957

A Symbol of Progress

in Roanoke since 1883

Growth and service of The Roanoke Gas Company and its predecessor companies parallel the remarkable development and expansion of Roanoke City from a bustling town in the early 1880's to a metropolitan center of more than 100,000 in 1957. Roanoke was incorporated as a city in 1884; a year earlier gas was available from the Roanoke Gas and Water Co., and later the Roanoke Gas Light Co., that name eventually being changed to Roanoke Gas Co. Natural Gas was made available in 1950 through a network of pipelines.

Today in an era of new progress, homes, industries and commercial enterprises are depending more and more on Gas, "Nature's Most Efficient Fuel", to do a thousand and one jobs better, faster, cleaner and more economically than ever before.

Roanoke Gas Company

SERVING NATURAL GAS TO HOMES AND INDUSTRY



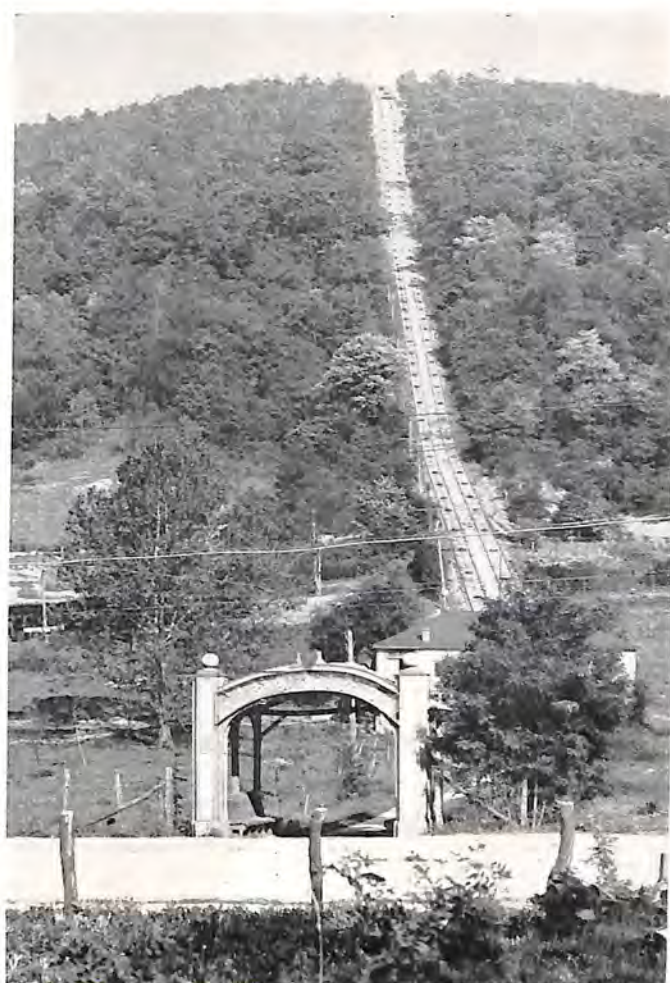
Friendship Fire Company". The water company had already installed fire hydrants. There was keen rivalry among these companies, sometimes seriously handicapping their efficiency. May 1, 1884 The Roanoke Telephone Exchange, predecessor of The Chesapeake and Potomac Telephone Company was opened with 35 subscribers. The growth of this company is indicative of the progress of the city, having installed 700 phones by 1900, 9,500 phones by 1930, with the dialing system installed on August 18, 1934 and the direct distance dialing system for its more than 52,000 phones opened on May 19, 1957.

AN AWAKENING SOCIAL LIFE (AGE OF YOUTH)

Then, as now, Roanoke loved a parade.

First organized music in town was the work of G. F. Fraser, an Englishman who came to the Roanoke Machine Works as chief clerk in 1882. He founded an 8-piece orchestra and the next year it grew to a full-sized band. Instruments and bright uniforms were first bought by public subscription, later by the railroad, and for over 70 years it was the pride of the town. When the N. & W. Band ceased to play in 1954 it was the oldest continuously organized industrial band in the United States.

Commerce Street (Second Street, SW) was still the main business thoroughfare when this picture was taken. At left is a good view of an open platform street car. Part of the old Ponce de Leon Hotel is at right.



The incline railway up Mill Mountain was the marvel of the age when it was opened in 1909. Picture was taken from the Jefferson Street entrance. Site of the tracks can still be seen as trees are cut back for a power line.

A local militia company was formed whose members wore grey jackets and blue trousers—thus satisfying local sentiment and upholding northern dignity. Every anniversary called for a parade and everybody on both sides of the tracks turned out. More social clubs were organized and balls and other gatherings increased. The number of women had increased and at these "elegant affairs" they were always "fair and radiant wearing beautiful dresses", while the men "in full dress costume presented a most comely appearance". Traveling theatrical groups came to Rorer Hall on the northeast corner of Campbell and Third Street, S. W., later called "The Town Hall". The Roanoke Athletic Club was formed and Salem, Danville, Lynchburg, Rocky Mount and other town baseball nines were met on a field now occupied by the Mountain Trust Bank. Churches increased in number and

We are proud to be a part of Roanoke and its progress

ROANOKE AUTOMOBILE DEALERS ASSOCIATION

ANTRIM MOTORS, INC.

BLUE RIDGE MOTORS, INC.

FULTON MOTOR COMPANY, INC.

JARRETT-CHEWNING COMPANY, INC.

JOHNSON-McREYNOLDS CHEVROLET CORP.

MAGIC CITY MOTOR CORPORATION

RENICK MOTOR COMPANY, INC.

RUTROUGH MOTORS, INC.

SYLVAN LINCOLN-MERCURY SALES, INC.

VALLEY CADILLAC OLDSMOBILE, INC.

WOODSON PONTIAC

WRIGHT MOTOR CORPORATION



This was the Roanoke police force in 1906—about 27 men. At the rear are Mayor Joel H. Cutchin and Chief Hugh N. Dyer. In the foreground are Stationkeeper C. McGinnis and dog “Pansy”.

size. This was the era of mass recreation:—group picnics, circuses, dances, parades and political gatherings brought the growing population together.

Roanoke had the same school problem it has today. Despite efforts to improve and increase their size and number, schools

always seemed to be too full. When the city separated from the county school system in 1884 three school districts were established and \$8,500 was raised from a bond issue. The Gilmer Avenue School, a four-room brick building, was built, a fence was built around the old Commerce Street School and the Negro Baptist Church was used for colored students. The Commerce



Roanoke city hall and jail in 1910.

Investment:

\$8,000.00

Yield:

ROANOKE



When, on that June night in 1881 the citizens of Big Lick pledged something over \$8,000 to purchase the right of way to Cloverdale, they assured the connection of the Norfolk and Western and Shenandoah railroads here. And that assured the future of their community and its growth into the great, modern city of Roanoke.

Roanoke . . . and America aren't through growing yet! Every day more

and more people are investing in the future of this community and the Nation through the purchase of stocks and bonds.

It is the business of Abbott, Proctor and Paine to give you the facts and to advise you on "Investing in America". Established in Roanoke for thirty progressive years, Abbott, Proctor and Paine is equipped to service your every investment need.

ABBOTT, PROCTOR & PAINE

Members New York Stock Exchange and Other Leading Exchanges • 14 West Kirk Avenue • Tel . . . Diamond 4552

Shenandoah Life *is Proud to grow with Roanoke...*

Founded in Roanoke, Shenandoah Life began business with only its officers and one full-time employee on February 1, 1916.

Today there are 140 employees in the Home Office alone, and scores of others in branch offices. Shenandoah is now licensed to do business in 11 states and the District of Columbia and life insurance in force exceeds one-half billion dollars, an all time high.

Shenandoah Life *Insurance Company*

Home Office • Roanoke, Virginia

A Mutual Life Insurance Company Owned by and Operated for its Policyholders.



**Modern Programs
of Life Insurance
to Fit Every Need**

Street School was replaced by a ten-room brick building in 1889. First high school classes were held there in '91 with 23 students, all girls. When the Belmont School was built that year at Dale Avenue and 8th Street, S. E., it was described as being "away out in a cornfield." (See Schools, page 131). Many small private schools and tutoring establishments came. The Alleghany Institute for boys opened in 1885 in the Rorer Park Hotel near the Jefferson High School site, and in 1889 built an imposing building in northwest, which later became the Burrell Memorial Hospital for Negro citizens, and in 1955 was razed to make way for the handsome new hospital on that site.

Roanokers saw electric lights used at their school commencement for the first time when Dr. A. A. Cannaday was retiring as head principal in 1886. He literally closed

Built in 1892 the Terry Building was Roanoke's first skyscraper and was in the center of the town's business activity at Campbell and Jefferson until it gave way to the Colonial-American National Bank.



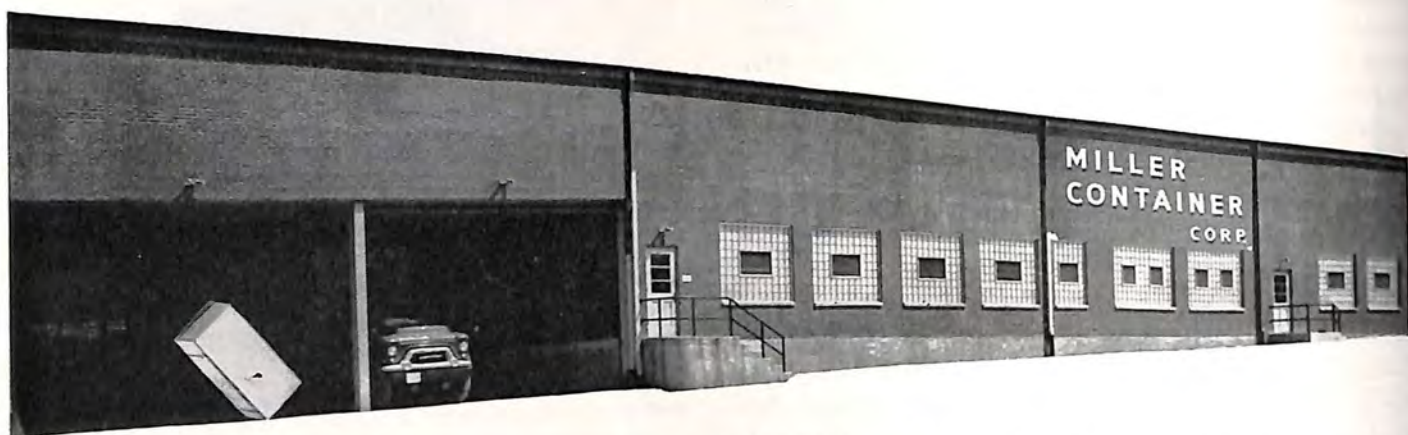
The old Ponce de Leon Hotel was an imposing structure. This picture was taken in 1910. It burned in 1929.

his career in a blaze of glory at Rorer Hall. A portable dynamo was brought in on a wagon to furnish carbon filament lights. The crowd was tremendous. While there were private electric lighting systems at this time in a few business concerns the Appalachian Electric Power Company's predecessor came in 1888, providing electric light to business houses in volume and illuminating the streets.

BOOM DAYS OF THE 80's

The Roanoke Land and Improvement Company, sponsored by the same Philadelphia interests which controlled the railways, was the first of numerous private development companies which opened subdivisions and sold residential and business property. The boom grew again in 1885, only to be exceeded by the great surge of '89. Among the most successful developments were the Melrose, Hyde Park, West End, Janette, Mountain View, Oak Ridge, Magic City and Belmont land companies. Promoters and get-rich-quick men flocked to town. Lots, particularly in the suburbs, ceased to be sold so much for building as for quick speculation. But instead of collapsing quickly, this boom lasted for seven or eight years. It finally took the great national depression of 1893 to put an end to it, returning land to its proper value.

The reason for its long life, of course, was that Roanoke was growing so phenomenally that there could be no accurate prediction



YESTERDAY—Seventy-five years ago in 1882 when Roanoke was chartered, the paper industry, too, was an infant.

MEANWHILE—Both have grown, and now, here in Roanoke, are made the best corrugated shipping containers which can be had, anywhere. SO,

TOMORROW—When you have requirement for corrugated boxes of any sort, get them in Roanoke—from

MILLER CONTAINER CORP.

802 Kyle Ave., N. E.
ROANOKE, VIRGINIA
Dial Diamond 4-3227



Campbell Avenue as it looked in 1902 east from Henry (First) Street. Heironimus' store at left is on the corner now occupied by Pugh's.



where the thing would stop. The Norfolk and Western was hauling huge tonnages of coal from the new West Virginia fields, so the Shops prospered. In 1886 the Roanoke and Southern Railway was chartered with local capital to build a new rail outlet to Winston-Salem. Another railroad was planned to Fincastle. \$50,000 was subscribed for a brewery and \$30,000 of it was raised locally with thirsty promptness.

People talked of nothing but new industries coming—rolling mills, the ice factory (ice had previously been brought from New England in freight cars) and the street railway, operated at first by mules. Merchants replaced their wooden structures with brick or stone buildings; there was a new telephone company with wires strung everywhere. Electricity came to the streets in 1888 and before long down-town Roanoke was a maze of poles and overhead cables. There was a new market house and a court house and jail. A skating rink with a band opened on the corner of Jefferson and Church where the new Heironimus store now stands. This rink was the center of much youthful social life. It was destroyed by the record three-foot snow of December 16, 1890 and was not rebuilt.

An engine house was built at Jefferson and Kirk, Masonic Temple rose on the present site of the First National Exchange Bank. A street car line pulled by "dummy" steam engines was opened to Salem and

track for another was laid to Vinton. Hours for white collar workers in mercantile houses were shortened. Now some worked only from 7 A. M. to 7 P. M., except Sunday.

* * *

There had been weekly newspapers for many years, but Roanoke's first daily paper, *The Roanoke Times*, appeared on the morning of November 29, 1886. It has appeared every morning to this day. It was first published by M. H. Claytor from a small office on Jefferson Street between Salem and Campbell. *The Roanoke Evening World*, forerunner of today's *World-News* was founded in 1889. Other newspapers which followed the town's first weekly, *The Leader* (1882-87), to oblivion included the *Saturday Review*, *The Daily Herald*, *The Roanoke Daily Record*, *The Virginia Prohibitionist*, *The Roanoke Weekly*, *Southern News*, and *The Unique*.

Many large industries whose names are familiar today were founded during the period 1886 to 1890. Established in 1887 were the Boswell Realty Co., Peoples Federal Savings and Loan Association, The Marsteller Corporation, Roanoke Railway and Electric Co.; in 1888 Bowman's Bakery, Brotherhood Mercantile Co., Hammond's Printing and Litho. Works, Harrison Jew-

A Pledge of Partnership

General Electric's Industry Control Department, on the occasion of Roanoke's 75th anniversary, is proud to present to the progressive Star City of the South, this pledge of partnership for the bright years ahead in the Roanoke Valley.

We are dedicated to use every worthy means at our disposal to improve methods and technology, product leadership, personnel development and imaginative marketing to:

1. **PRODUCE QUALITY PRODUCTS:** Industry Control is dedicated to the production of quality goods and services, not only for local consumption but to attract and hold distant customers whose payments, when brought into the community, generate increased business activity.
2. **PROVIDE GOOD JOBS:** Industry Control aims to be a good employer in the community, paying good wages for steady jobs in return for good work.
3. **MAKE GOOD LOCAL PURCHASES:** Industry Control will make a conscious and continuous effort to be a good customer for the goods and services of local businesses.
4. **BE A GOOD COMMUNITY NEIGHBOR:** Industry Control will be found at all times trying to be a good Community neighbor, a good corporate citizen, a good taxpayer, a good contributor to local charities, a good worker in all worthwhile activities aimed to make the community a rewarding place in which to work and live.
5. **MAKE A FAIR PROFIT:** Industry Control will try to maintain profitable operations in the Community to promote the growth of our business and to provide steady work, pay good wages which will circulate in the Community, and to reward, in a proper manner, the many share owners who risk their savings to supply us with the facilities and backing to be a good corporate neighbor in the Community.

These are our objectives and we will make a constant and continuous effort to carry them out in the Roanoke Valley as our pledge of partnership for the bright and challenging years ahead.

GENERAL  ELECTRIC

INDUSTRY CONTROL DEPARTMENT

Roanoke, Virginia

elry Co., Hobbie Brothers Co., Nelson Hardware Co., Voight's (now Hitch's) Jewelry Co., Roanoke Steam Laundry; in 1889 S. H. Heironimus Co., Roanoke Hardware Co., M. Rosenberg & Sons, Virginia Bridge Co., and in Salem, Comas Cigarette Machine Works, Leas & McVitty, Inc., and Salem Foundry and Machine Works. During this period the N. & W. Shops kept turning out cars and engines and the Improvement Companies kept selling and reselling and re-reselling city lots, some of them ten miles from town. The National Business College opened its doors in 1886, in 1890 the Ponce de Leon Hotel opened replacing the old Trout House, which had been built by William Stover in 1797, and The National Exchange Bank was organized in 1889 with J. B. Fishburn as the first cashier at the age of 23. He was later to be recognized as "Roanoke's First Citizen." He was an officer and director of more than 30 corporations during his lifetime.

In 1889 the boom hit its zenith. Real estate and personal property valuation reached \$3,200,000—nine times the figure of seven years before. Nineteen new land companies were chartered that year. Total company holdings now covered all of what was to be Roanoke prior to 1919 and spread far to the hinterlands. Two more banks opened. The Norfolk and Western's great west-end yards were started with the building of a round house. Saloons, bawdy houses and gambling halls increased. Young men looking for job opportunities and older, smoother men seeking fast money converged in still greater numbers. Salem and Commonwealth Avenues were the heaviest traveled business streets. Work started on an extra 52 rooms for Hotel Roanoke. In 1890, on December 15, the Norfolk and Western formally took over the faltering Shenandoah Valley Railroad, the bankrupt line which had been the initial cause of all the snowball growth.

"THE BAND (BOOM) PLAYS ON"

So came the Gay Nineties.

Whole caravans of carriages came loaded with prospective real estate buyers. Po-



The first Mill Mountain observation tower. Thousands climbed it to view growing Roanoke before the wooden structure was victim of a windstorm.

Roanoke's staunch old Academy of Music looked like this near the end of its career. It was torn down in 1952. The fine theatre was built in 1892 but architecturally was far ahead of its time.



Kenchester
Frocks
fashioned by *Kenrose*

Ken-Wrap
BACK WRAP
fashioned by
Kenrose
TRADE MARK

It's Dress-Up Time In Roanoke!!

KENROSE MFG. CO. CONGRATULATES ROANOKE
ON ITS DIAMOND ANNIVERSARY AND IS PROUD
THAT IT HAS HAD A SMALL PART IN THE
PROGRESS OF ROANOKE

It's Always Dress-Up Time In Kenrose Cotton Wash Frocks

MANUFACTURED IN ROANOKE
SOLD IN ROANOKE AND IN FINE STORES THROUGHOUT
THE NATION

THE COMPLETE LINE OF WASH FROCKS

STREET DRESSES
SUNBACK DRESSES
DUSTERS

MATERNITIES
BRUNCH COATS
BACKWRAPS

LONG SLEEVE DRESSES
BOLERO DRESSES
APRON DRESSES

Kenrose Mfg. Co., INC.

NEW YORK: 1350 BROADWAY
PLANTS AT ROANOKE, BUCHANAN AND RADFORD, VA.

"Be Beautiful Everyday In A Kenrose Wash Frock"

MOTHERS PRIDE
MATERNITY FROCK
By
Kenrose
TRADE MARK

Fashioned by
Kenrose
TRADE MARK

tential investors arrived on special excursion trains "to stay a day and look the situation over". Local real estate men regularly used a full newspaper page for individual advertisements.

The Commercial National Bank opened on the northwest corner of Jefferson and Campbell. More money was subscribed for the building of the town's "own" railroad, The Roanoke and Southern. Bond issues for the construction of the Second Street, S. E. (Randolph), First Street, S. W. (Henry) and Fifth Street, S. W. (Park) bridges across the railroad went over with a bang, but one for a new hospital failed. Bridges were planned across Roanoke River at Jefferson Street and at Walnut Avenue. People envisioned a continuous line of dwellings from west of Salem to east of Vinton. There appeared substance to their dreams as an average of five families were moving to Roanoke daily.

Working men charged that the bankers, merchants and real estate men were "getting the cream". Bricklayers began asking \$3 a day for ordinary work and \$3.50 for pressed brick; physicians began charging \$1.50 for day visits and \$3 for calls after 9 P. M. They raised their rates to \$1 for a

prescription and \$15 per uncomplicated childbirth. Machine Shop men held a mass meeting in protest of these "outrageous charges".

Mansions began to appear, mostly in the style of the mid-Victorian period. The Woodrum, Asberry, Stewart, Pope, Simmons, T. T. Fishburn, and Powell homes were showplaces. Fine carriages and high-stepping horses appeared. Whist and euchre parties, dances and drives became increasingly popular. At the opera house over the city market two or three stage performances were given each week. In addition to Shakespeare the cultured saw "East Lynn", "Passion's Slave" and "Igomian the Barbarian".

A creamery was opened but cows still roamed the streets.

* * *

"Pot licker flats", along old Randolph Street and lower Campbell Avenue, became notorious. The police force totaled nine regulars and six extras working 12-hour shifts. Duties included the reporting of any new street lights out so the city could ask for

This air view of part of South Roanoke in 1922 centers on Mountain Park, the amusement area which was east of Jefferson Street and south of present 24th Street. South Jefferson was built up on one side, not on the other.



ROANOKE--

...then radio



We know Roanoke replaced Big Lick on the map of Virginia in 1882, but we're not quite sure just when radio started. Wireless, groping toward reality at the turn of the century, promised man a new and efficient means of keeping in touch with his fellows. After World War I, radio found a voice; it learned to sing and talk.

... all a bit hazy as we try to check the "nostalgia calendar." Who had the first radio in Roanoke? What part did radio play in the Dempsey-Carpentier Fight in 1921?

We do know that

WSLS-Radio-610 offers the finest VARIETY of radio programming on the air.

WSLS-FM-99.1 was first to give listeners hours of "fine music" and keep them informed of world events.

WSLS-TV Channel 10 is the station where "More People See the Most." Of the top 20 nighttime network programs . . . 16 are on TV-10.

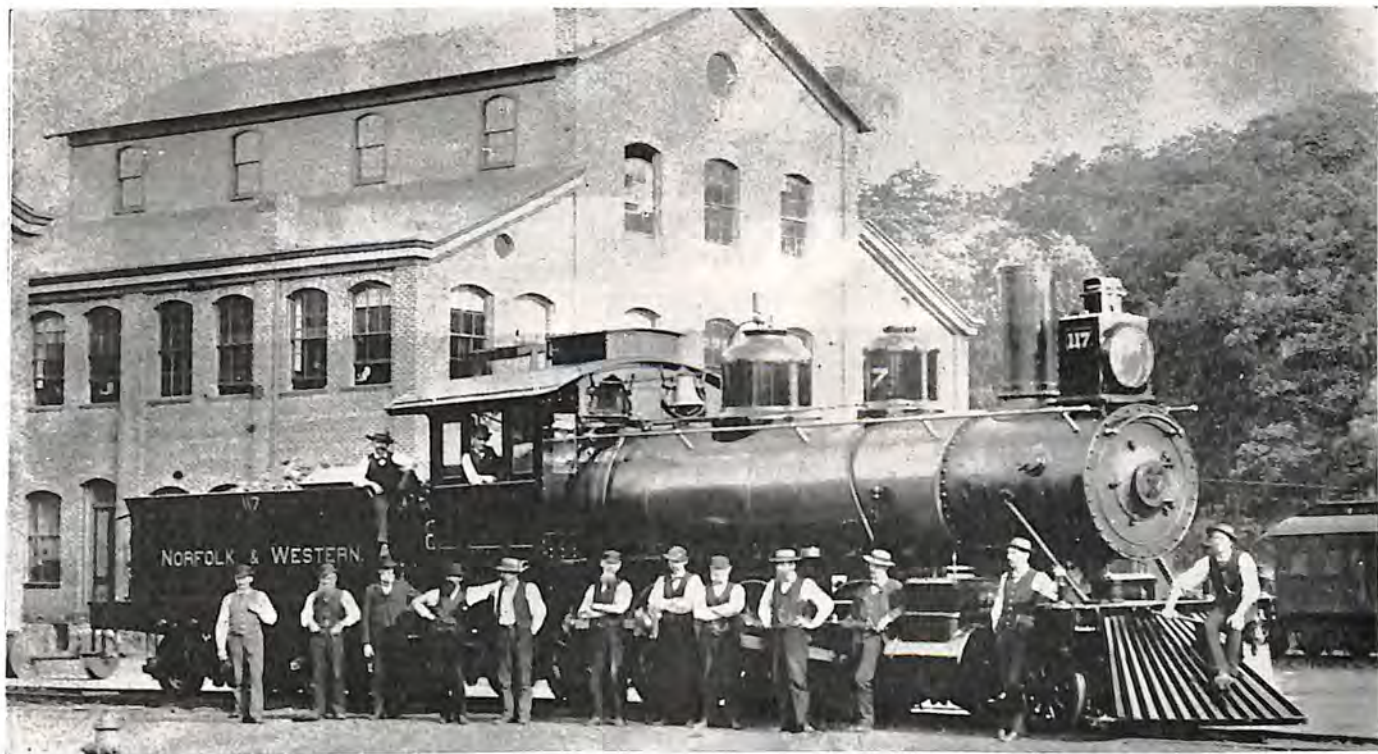


Keep Tuned to the BIG THREE!

WSLS

AM
FM
TV

The Broadcasting Services of the
SHENANDOAH LIFE INSURANCE COMPANY



Locomotive 117 built in 1884 was the first of hundreds of Norfolk and Western steam engines which rolled from Roanoke Shops until the last one in 1953. The 55-ton engine is pictured here on its birthday with some of the shopmen who built her.

rebates on the bill. It couldn't cope with the Flats. Time after time small armies of respectable citizens would attempt to clean out the area with brickbats, clubs and guns, with no lasting results whatever.

So much was new in these last feverish days of the boom that it is difficult to enumerate it all. The Chamber of Commerce was organized, the Virginia Brewing Company was welcomed, and the United States appropriated \$75,000 for a new post office on the northeast corner of First and Church, S. W. Calvary Baptist Church was founded. Lodges were popular and there were knights, lords and Indians in every parade. A "monster bond issue" of \$421,000 was passed to install a sewer and drainage system, build another fire house, construct a new school, make an official survey, install a fire alarm system and add to the jail. On December 19, 1891 the last spike was driven in the Roanoke and Southern. The first engine that operated on that railroad was named the "J. C. Moomaw", in appreciation of the work Mr. Moomaw did in promoting the railroad. The road was operated independently for less than three months before it was taken over on a 999-year lease

by the Norfolk and Western then purchased in 1896 as the Winston-Salem division branch, which is known to this day as "The Punkin Vine" because of its twists and writhings in search of North Carolina.

* * *

And Roanoke had a hot rod problem. The scorcher on his bicycle dressed in high sporting fashion was the object of a thousand fist-shakings and dozens of "it-must-stop" editorials. He grew up to do some fist-shaking himself at the speed-mad gasoline buggies of another age.

THE BIG DEPRESSION OF THE EARLY 90's

But the city was broke and didn't know it.

Perhaps it was the great snowfall of December, 1890 which lowered the fever, started a figurative snowball rolling down-grade. Roanoke was paralyzed by that snow. Many roofs collapsed, including one in the Roanoke Shops which killed a man. The town had time to think. The city was existing on money long since raised by bond

Serving Roanoke and the Greater Roanoke Market

— For Nearly 20 Years —

**Through THE ROANOKE TIMES and
THE ROANOKE WORLD-NEWS**

SAWYER-FERGUSON-WALKER COMPANY

Newspaper Publishers Representatives



NEW YORK — CHICAGO — DETROIT

PHILADELPHIA — ATLANTA

SAN FRANCISCO — LOS ANGELES

SEATTLE

issues. Foreclosures began to appear. Artificial real estate values were glaringly apparent. There was a selling rush, then a stampede, then a debacle in the panic of 1893. The truth struck hard in Roanoke, the happy land. There were empty houses and stores all over town. Workmen and their families went back to the farm. The desperate city used scrip for payrolls and issued \$25,000 in 12-month bonds. The school term was cut short and a few teachers were allowed to use the Gilmer School and teach the children of those parents who could afford to pay a fee. As to all inflations, the end had come.

But much good resulted. Prices dropped to common sense levels. Fly-by-night merchants, easy-money land operators, gamblers and hangers-on departed quickly for greener fields. Those who stayed felt a comradeship. They became better friends. They were the real Roanoke citizens, the foundation of the modern city.

Through it all several banking institutions paid currency for all checks presented. Many had been left holding the bag when the land and improvement companies collapsed, but there was little long-term damage. More substantial buildings went



FREDERICK J. KIMBALL
Some called him "The father of Roanoke"



Bankers of the City of Roanoke gathered at the corner of Jefferson and Campbell for this picture on January 1, 1893.

1st Row (left to right): S. D. Ferguson, H. S. Trout, J. W. Coon, P. L. Terry, T. T. Fishburn, J. T. Engleby, C. Markley and Chester Markley (boy).

2nd Row: J. T. Meadows, J. W. Shields, S. W. Jamison, H. M. Darnell, J. B. Fishburn, J. G. Kuydendall and George C. Markley.

3rd Row: John Trout, William F. Penn, E. B. Spencer, Joseph W. Rhodes, James H. Campbell, D. M. Taylor.

Top Row: E. W. Tinsley, L. S. Davis, H. C. Starkey, W. E. Airheart, O. S. Marston, W. W. Williams, R. M. Kent (in front of Mr Penn), H. C. Penn, Robert C. Johnson, Edward Bennett, John Airheart.

GARST BROS. DAIRY, INC. - - 1923



For the last third of the 75 years of Roanoke's history, Garst Bros. has grown with the Star City of the South. Mr. L. R. and Mr. J. M. Garst began operation on a modest scale in 1923. Through their ideals of true dairy craftsmanship, Garst Bros. brought their friends the finest in dairy products. They grew with Roanoke.

GARST BROS. DAIRY, INC. - - 1957

Today Garst Bros. is symbolic of the ultimate in dairy science. This processing plant receives 1,822,321 pounds of milk every month which is transformed into a full line of fine dairy foods to nurture citizens of one of Virginia's finest cities. If Roanoke is proud of the progress of its industries, then Garst Bros. is doubly proud of Roanoke.



"GET GARST AND YOU GET THE BEST"



PHONE
Diamond 4-5501

"Roanoke's Most Modern Dairy"





Roanoke's municipal building still has an air of newness about it although it was built in 1915, not long before this picture was taken.

up including the town's first "skyscraper", the seven-story Terry Building which rose on the site of the present Colonial-American National Bank (1892). (See Picture p. 69). There had been violence during the boom; several murders and two lynchings. Now the city was orderly, building for the future.

THE "DECENNIAL" OF 1892

And as the bubble burst Roanoke held its first decade celebration in 1892. It was called a "decennial", a fancy way of saying that the town was ten years old. Ten years—but as hectic a decade as the Star City will ever see.

It was a truly ambitious celebration. Newspapers from as far away as Philadelphia, Baltimore and Hagerstown sent correspondents. The proud committee with a surplus after all obligations had been paid, printed a booklet containing these newspaper accounts which makes good reading today. It was a two-day jamboree opening on June 17 with an estimated attendance of 50,000—twice the population of the new town. All three railroads ran special trains. On the opening day, Friday, there was a baseball game, horse racing and a mammoth free concert and speech-making in the 5,000-seat Sam Jones Taber-

nacle which was "a brilliant and artistic success". The orator of the occasion was the Honorable Henry Kyd Douglas from on the Potomac at Shepherdstown. He voiced the boastful spirit of the occasion by remarking, "When I first saw this place, about ten years ago, it had the humble name of Big Lick and a population of about 500, of various colors, sexes and conditions. To the world at large it was altogether unknown. Now it rejoices in the euphonious name of the City of Roanoke, with a population variously estimated from 18,000 to 40,000 according to the imagination, mathematical genius and conscience of the particular citizen who makes the estimate." A giant parade was held Saturday morning with 5,000 men in uniform, including 1,100 from the Roanoke Machine Works and 200 V. M. I. cadets. There were twelve bands and 80 floats. Said the correspondent of the *Fredericksburg Free Lance*: "There were 10,000 men in line and the floats alone were two miles long. Roanoke never does anything by halves. Her people are thorough-breds and neither distance nor track count against them when they enter a race to win applause for their young city."

That afternoon 20,000 watched a sham battle held in the river area now occupied by Victory Stadium and South Roanoke Park.

SUBCONTRACTORS ON

Many of Roanoke's and the Roanoke area's finest and most modern Commercial, Industrial, and Institutional Construction Projects

Cave Spring High School ➤



Ritter Lumber Company Office and Warehouse



B. F. Goodrich Retail Store



Rusco Window Co., Inc., Office and Warehouse

John W. Hancock, Jr. Incorporated

FABRICATORS OF

OPEN WEB STEEL BAR JOISTS

433 McCLANAHAN ST., S. W.

ROANOKE, VA.

TELEPHONE: DIAMOND 5-0985

OTHER RECENT PROJECTS:

Lotz Funeral Home

First Federal Savings & Loan Association

Ortho-Vent Shoe Company

New Y.M.C.A. Building

Jefferson Surgical Clinic

"At night from a commanding eminence in the city there was a beautiful display of fireworks which concluded the day's festivities."

"Roanoke is a big and lively ten-year-old," editorialized the *Baltimore Sun*. "May it be twice as big and twice as lively when it celebrates its twentieth birthday."

And the man most honored by all the visitors and his fellow townsmen was N. & W. President Frederick W. Kimball who more than any other was responsible for the magic change from Big Lick.

THE REBIRTH OF SUBSTANTIAL GROWTH (THE YOUNG BUSINESSMAN)

That autumn the beautiful Academy of Music opened on Salem Avenue, October 4, 1892—Roanoke's famed theatre with acoustics praised by famous actors for almost sixty years. Among the famous stage artists who appeared in the Academy were Joseph Jefferson, in *Rip Van Winkle* and *The Rivals*; David Warfield, in *The Music Master*; Southern and Marlowe, in Shakespearean dramas; Richard Hodge, *The Man from Home*; Denman Thompson, in *The Old Homestead*; Victor Herbert, director of Gilmer's Famous Band; Richard B. Har-

ison, in *The Green Pastures*; Maude Adams, Richard Mansfield, Sara Bernhardt, Chauncey Olcott, Tallulah Bankhead, Ethel Barrymore, Josef Hofman and many others. The Academy building was condemned and was demolished for a parking lot in 1953.

In 1892 annual assessed valuation was almost static at around ten million, nine hundred thousand dollars. Two banks closed their doors for good. The N. & W. General Office Building burned and there were rumors it would move its headquarters elsewhere. The railroad had overbuilt, failed to meet its fixed charges in '93 and '94 and went into receivership in 1895. It was reorganized on January 15, 1896 as the Norfolk and Western Railway. It has not missed a preferred stock dividend since 1897, a common stock dividend since 1901. With the N. & W. on solid ground, the City of Roanoke has never again experienced a real depression.

* * *

Both the Virginia College for Girls, which had been opened in 1893 in present South Roanoke (discontinued in the 'thirties), and the Alleghany Institute, still survived. The police force was enlarged and health ordinances were enforced. There were electric street cars now and a more efficient tele-



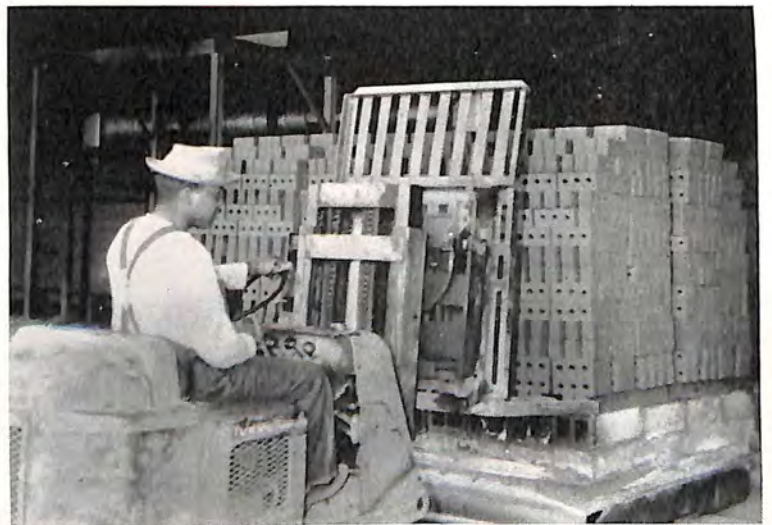
Woodrum Bridge, predecessor of Memorial Bridge, as it was about 1908. Only a barn occupied what is now Virginia Heights.

WE THANK YOU, OUR CUSTOMERS AND
FRIENDS FOR 35 YEARS OF PROGRESS.

1922
10,000
BRICK
PER DAY



1957
300,000
BRICK
PER DAY



PLANTS: WEBSTER, VA. — SUFFOLK, VA. — DRAPER, N. C.—SOMERSET, VA.

ROANOKE-WEBSTER BRICK CO. INC.

P. O. BOX 780

ROANOKE, VIRGINIA

phone system. The N. & W. built a fine six-story office building on the ashes of its old general offices. What was to become one of the town's largest industries began operation in 1895 when the Virginia Bridge and Iron Company took over the business of a small concern called the American Bridge Company, located on the edge of the marsh that formerly was the Big Lick. Strangely, it bears its first title today as a subsidiary of U. S. Steel.

At the century's end there was a brief but intense flurry of patriotism when the Spanish-American War drew two infantry companies from Roanoke. At home a problem called juvenile delinquency occupied the town's fathers and a curfew banning those under 16 from the streets after 8 in the winter, 9 in the summer, was invoked. It worked for a little while.

At long last the city secured a hospital in 1899 with rooms furnished by individuals and organizations. It was built on part of the site occupied by Memorial Hospital today. There was a Florence Crittendon Home for girls and an SPCA. Tipplers were irate when saloons were required to be closed from midnight to 5 A. M.

There were unmistakable signs that another age was coming. Roanoke Country Club was founded in 1899. The first of Mr. Edison's talking machines made their squeaky appearance. And the first automobile frightened horses and mules on Jefferson Street. (See Picture p. 57). There was no ordinance prohibiting cows from roaming at will.

THE NEW CENTURY SEES CONTINUED EXPANSION

The dawn of the Twentieth Century found Roanoke with a population of 21,495. Assessed valuation finally had topped eleven million dollars. There were sound financial institutions, a new court house and jail, a good theater, miles of graded, paved streets, adequate schools, diversified industry, a new hospital, efficient fire and police departments, a sound and sensible city government, militia, a band and a baseball team.

A horse-drawn ambulance was purchased by the hospital association. St. Mark's



The MacBain Building, later S. H. Heironimus Co., was long a landmark at First and Campbell until it was razed in 1956 for the Miller & Rhoads store. This picture was taken in 1925.

Lutheran Church exchanged buildings with Greene Memorial Methodist. The Alleghany Institute ceased to function and the Roanoke Classical School was opened under Professor Charles E. Kregloe with D. W. Persinger assistant. (Old timers, including some present prominent citizens, will enjoy reading of themselves in the "Biography of Charles E. Kregloe" in the City Library.) The National Business College came under the guidance of Professor E. M. Coulter. The new YMCA opened on the site of the present American Theatre.

* * *

Those cows in the streets came in for a great deal of attention. Should they roam or be curbed? There were mass meetings and much pro-and-con oratory. There were hot words and lost tempers. Came the vote and the roaming cows won by a single ballot. It took considerable legislation and politics before the cow left the Magic City's highways and byways forever.

The shadow of Prohibition came. The dries won the first election on local option in 1904 but the verdict was upset by the courts. Almost annual votes were then



1937



1957

20 Years of Experience

In 1937 Roanoke Ready-Mix Concrete had two mixer trucks.

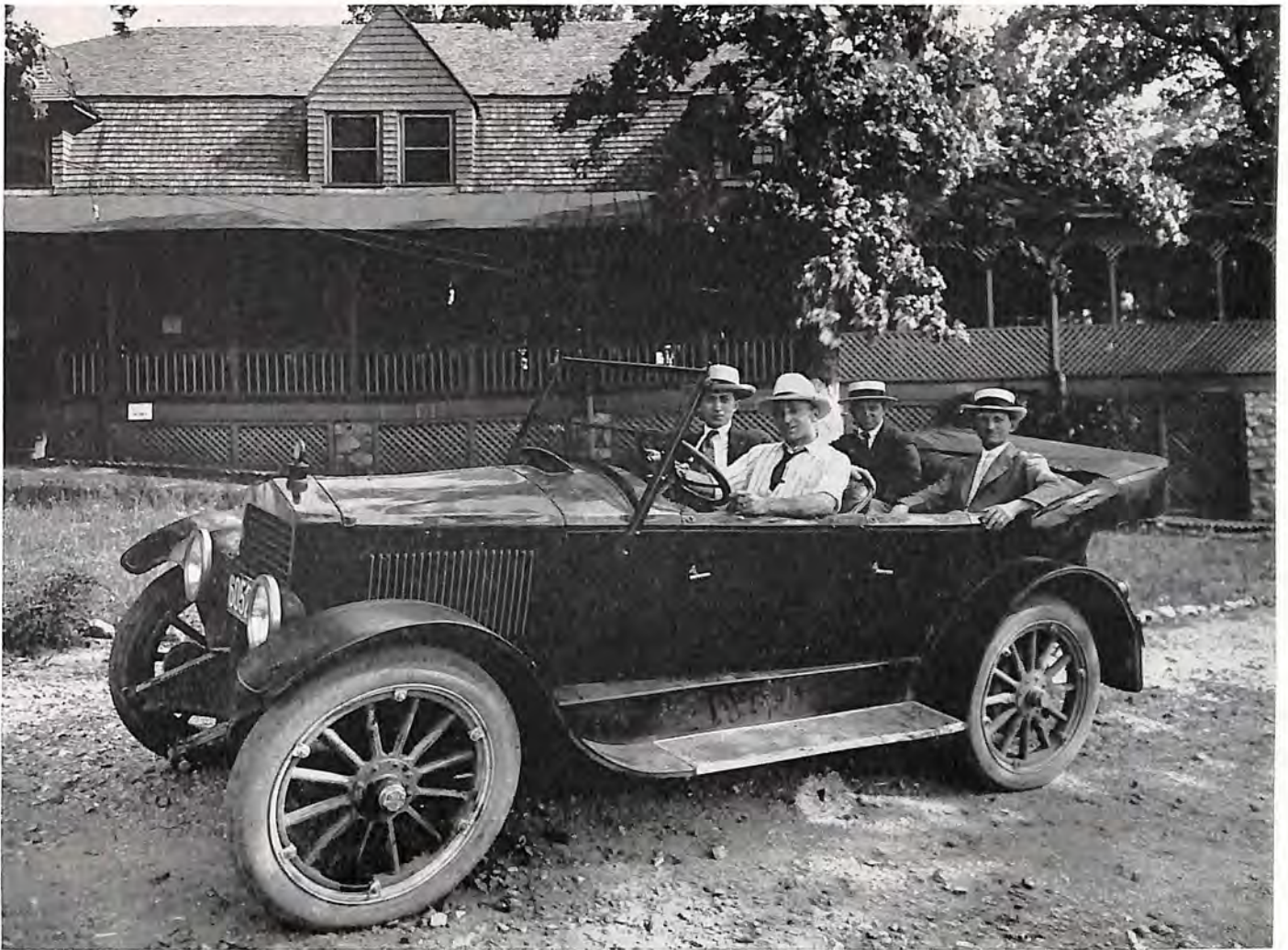
Today there are 3 plants and 30 modern mixer trucks; most of them are equipped with two-way radio.

With modern equipment . . . experienced personnel . . . dependable service, Roanoke Ready-Mix Concrete Corp. offers this community now and in the future A QUALITY CONCRETE to suit your needs.



**ROANOKE READY-MIX CONCRETE
CORP.**

ROANOKE, VIRGINIA



These young hillclimbers have just completed a record run up Mill Mountain in the early days of the road and pose before Rockledge Inn. In the front seat are Henry H. Rutrough (driver) and Edward S. Green. In the back are W. C. Stouffer (left) and George Davis.

held on the liquor question with the dries sustaining defeat until 1915.

A big store at Campbell and First Streets was built and occupied by Watt, Rettew and Clay. It was later run by MacBain, then by Heironimus. This building was demolished in 1956 and the new Miller & Rhoads store arose on the site. There was a new railroad station—the one replaced in 1950. Roanoke entered organized baseball. St. Andrew's Cathedral was constructed. There was a new synagogue. Hotel Roanoke continued to grow in size and culinary fame.

Evidence of the expanding N. & W. came in the construction of an additional general office building directly west of its modern six-story structure. The Stone Printing and Manufacturing Company moved into its large quarters on north Jefferson Street in

1907. The boards covering the creek which flows under Campbell Avenue from First Street, S. W., were replaced later with a permanent brick viaduct, thus removing a flood menace. A distillery was opened. A power dam was built on the river just below town, assuring a more dependable supply of electricity. The Roanoke Iron Works also was founded in 1907. That year saw the opening of Highland Park School. Jefferson Hospital opened, the Strickland Building (Mountain Trust Bank) was built and garages and filling stations began to appear. The South Roanoke street car and the new automobiles took recreation seekers to new Mountain Park whose loop-the-loop, casino, dance pavilion and bowling alleys operated on the lower slopes of Mill Mountain near the south end of Jefferson Street. Building permits and assessed valuations increased

**HISTORY
IS MADE
AT NIGHT**

**...and throughout
the daytime, too**



... day and night the Virginian Railway has continuously served Roanoke and its environs with fast efficient on-time freight handling. For years the Virginian has linked Roanoke with the ports and markets of the world, hauling more and more products in and out of the area as Roanoke has grown.



VIRGINIAN RAILWAY

GENERAL OFFICES: TERMINAL BLDG., NORFOLK, VA.

each year through 1907. Joel H. Cutchin was elected mayor every two years from 1900 to 1912.

THE VIRGINIAN RAILROAD ARRIVES

Roanoke's second major railroad arrived with some civic assistance in 1907. Financier Henry H. Rogers owned a small railway in southern West Virginia which served coal mines and delivered loaded cars to the N. & W. and Chesapeake and Ohio. He quarrelled with the larger carriers and decided to build his own road to the sea. It was incorporated in 1904 as the Tidewater Railroad. After considerable trouble with rights-of-way, his surveyors reached Roanoke where they saw no alternative but to run the line north of town. However, with assurance by local businessmen that the cost of land within the city limits would not be over \$50,000, the road was built along the Roanoke River through town from one end to the other. All during 1907 the bare hill in Highland Park was covered with board and tarpaper camp buildings which housed the workers, most of whom were

Hungarians. The road's name was changed to the Virginian Railway the year it reached Roanoke. The Virginian Railway was formally opened between Deepwater Bridge, West Virginia, and Norfolk on July 1, 1909. It is one of the nation's most efficient coal carriers. Passenger traffic, which at one time included through sleepers from Charleston to Norfolk, was discontinued in a sad ceremony on January 29, 1956.

EARLY CENTURY ACTIVITIES

As the N. & W.'s Annual Report put it, there was "severe national financial and industrial revulsion" toward the end of 1907. The road cut its dividends and laid off workers. Empty coal cars lined the belt line from Franklin Road to the West End all that winter and spring. Council tightened the city's belt and the Chamber of Commerce began to seek out smaller industries for Roanoke.

But again Roanoke weathered the depression better than most localities. The Woman's Civic Betterment Club was organized in 1906, incorporated as the



Jefferson Street had begun to assume its present look when this picture was taken about 1930. The New American Theatre is at left. Gone now are overhead wires, streetcars, overhanging street signs and rumble seats.

ALLSTATE INSURANCE COMPANY

salutes

Roanoke's 75th Diamond Jubilee

Our new building at 3516 Brandon Road, S. W., will be dedicated and occupied in the fall of this Jubilee year, to serve Roanoke more efficiently during the next 75 years.

Our 400 Roanoke Region employees hope you'll enjoy each Jubilee activity, and recall this occasion for many years to come.

We remind you also to be a celebrant, not a mourner. Birthdays—75th or 25th—are more fun than memorial days . . . especially when they're yours. Drive and walk courteously—defensively—carefully always.

Have you joined the Allstate Safety Crusade? A pledge card for your billfold and a safety emblem for your bumper await you at any Allstate location—in Roanoke, 920 S. Jefferson St., and Sears Town.



You're in good hands with . . .

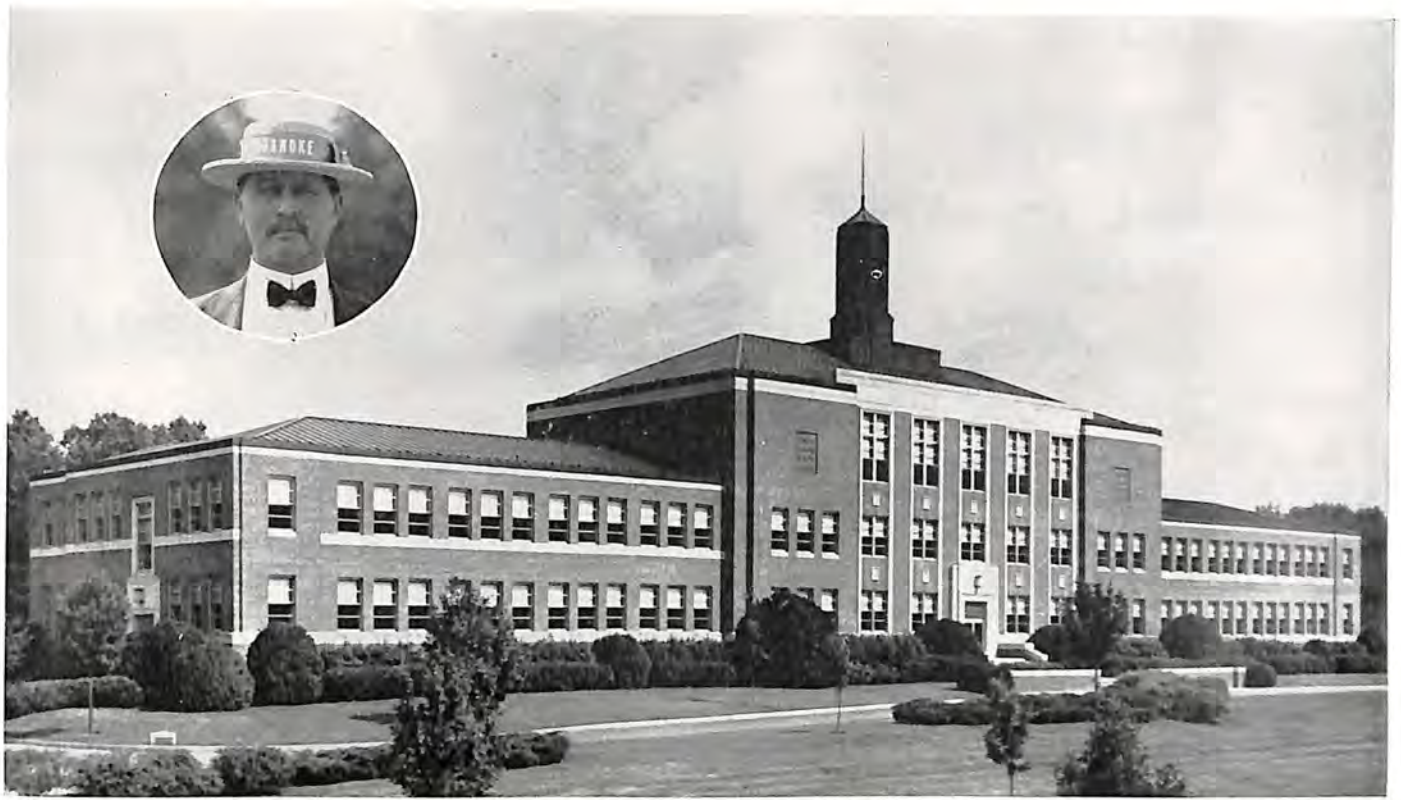
ALLSTATE[®]

INSURANCE COMPANY
STOCK COMPANY PROTECTION

Founded by Sears Assets and liabilities distinct and separate from the parent, Sears, Roebuck and Co. Home office: Skokie, Illinois.



Look for this emblem
It's proudly displayed
car owners leading
crusade for safe driving



Home office of the Shenandoah Life Insurance Company, a \$1,700,000 building on suburban Brambleton Avenue across from Fishburn Park. Inset is Robert H. (Bob) Angell, early Roanoke civic leader and first president of the company when it was chartered in 1914. Picture was taken on a Booster trip in the 'twenties.

Woman's Club of Roanoke in 1923. This club, with a constant membership of several hundred, has done much over the years toward making the city a better place in which to live, deserving rightful credit for major influence in such projects as the acquisition of Elmwood Park, the organization of the P. T. A., the Public Library, the Greenvale Nursery, the Juvenile Court, the local unit of the American Cancer Society, the enactment of various health provisions in the city, and in 1928 the sponsorship of the Roanoke Junior Woman's Club and later of other Junior Woman's Clubs in this area. In 1907 under the leadership of Mrs. Lucian H. Cocke, president and Mrs. M. M. Caldwell, the Club engaged John Nolen of Boston to prepare a comprehensive plan for city development. It was the first such project ever undertaken for any city and is still used as an example by teachers in current popular city planning courses. Unfortunately, the Nolen plan for Roanoke was never executed. Now it is far too late for most of its suggestions to be carried out but it has been used as a general guide for public planning ever since.

John Nolen, Jr. brought it up-to-date in 1928.

The Anti-Saloon League was unsuccessfully fighting sin in 1908 but Council did pass stringent Sunday blue laws which, for awhile, even kept draymen from delivering perishables. Freight trains moving on Sunday always carried a single car of cattle or sheep and some said the same animals got many a Sabbath round trip. There was a riot on Salem Avenue that year, started for no particular reason and ending with thousands of dollars worth of plate glass strewn upon the sidewalks.

* * *

Nickelodians appeared on Jefferson Street—those marvelous palaces where patrons could see pictures in motion for five cents. Several automobile agencies opened gaudy salesrooms. On June 22, 1908 a flying machine came to town—a cigar-shaped gas bag suspending a basket containing a motor-driven propeller. On November 12, 1909 a real wonder was unveiled—the incline railway up the side of Mill Mountain, the

RADER FUNERAL HOME, Inc.

E. A. GRAYBILL, JR., *President*

**CHAPELS
TROUTVILLE and BUCHANAN**

William Henry Rader, a cabinet maker and clock repairman of Botetourt County, established the W. H. Rader Undertaking in the year of 1898.

During the days of the horse-and-buggy era W. H. Rader made many of the caskets that were used for funerals from both the Troutville and Fincastle parlors. The firm continued the operation from both establishments with the horse-drawn carriages until about the year of 1916 when they were replaced by the auto vehicles.

As greater Roanoke grew and things in general were being modernized the W. H. Rader Undertaking establishment was incorporated in the year of 1936 as Rader Funeral Home, Inc.

At the close of World War II, E. A. (June) Graybill, who had just returned from the military service, took over the operation of the firm and as its president has steadily gone forward and is operating two chapels in Botetourt County, serving people in Botetourt, Bedford and Roanoke.

E. A. (June) Graybill was named for his father, Emory Allen Graybill, who operated a Livery Service in Fincastle prior to 1915. Emory Graybill furnished horses and carriages to carry the mail and passengers from points between Roanoke, Troutville, Springwood, and the old stage-coach run from Fincastle to Craig Healing Springs, Virginia.

The Rader firm has continued to keep pace with modernization but one of the prize assets of the firm is the old horse-drawn funeral carriage which is still in the possession of the firm.

E. A. (June) Graybill is Troutville's first Mayor, having been elected to this post in the year of 1956. He is married to the former Lucille Painter, a music teacher, and is the father of Richard Allen, Martha Curtis and Anne Carol.

More than Dates

to remember

1882

Charter
Town of Roanoke

1884

Charter
City of Roanoke

1887

Charter

Peoples Federal Savings and Loan Association

————— o —————

Just 5 Years

After Big Lick Became Roanoke

Peoples Federal

was organized

————— o —————

We

Want to Thank the Thousands
of People

Who Have Placed Millions
Of Their Savings

in INSURED SAVINGS ACCOUNTS

at

Peoples Federal

**Savings and Loan
Association**

Jefferson at Salem

DI 3-1594



Downtown Roanoke in 1957. Picture centers on the new two-pronged viaduct which crosses the railroad at the passenger station. Other landmarks including downtown office buildings, Hotel Roanoke and N. & W. shops can be easily identified.

beauties of which having previously been reserved for hardy hikers. One marvelous car was hauled up by cables while another descended. The cleared swathe up the slope is now used for a power line. A recreational area, literally over the town, was opened to Roanokers. A powerful searchlight was installed on the observation tower and visitors sometimes could shine it on their own homes in the valley. The incline continued until late in the 'twenties when W. P. Henritze built the present zigzag road to the top, which at one sharp turn overlaps itself.

ROANOKE FAST BECOMING A CITY OF SIZE AND IMPORTANCE

In 1900 there had been 21,495 people in Roanoke. The 1910 census showed a growth of 80% to 38,874. The Chamber of Com-

merce added "the suburban population of Crystal Spring, Ghent, Virginia Heights, Norwich and Vinton" and gave it a much larger figure. The first three stories of the Shenandoah Building, called the Anchor Building, were erected and the present Masonic Temple was constructed. The First National Bank erected the building at Jefferson and Salem now occupied by the Peoples Federal Savings and Loan Association, and the National Exchange Bank announced an office to cost \$150,000. The two banks merged in 1926 and the old First National building was sold to the Liberty Trust Company which later was combined with the Colonial-American National Bank. Lewis-Gale Hospital, named for Drs. Sparrell Gale and J. N. Lewis, was in operation. George W. Payne erected what is now the Rosenberg Building.



BOATS
SALEM, VIRGINIA



PROUDLY WE SALUTE ROANOKE ON ITS
DIAMOND JUBILEE CELEBRATION
PURITAN MILLS, INC.

MANUFACTURERS OF QUALITY NIGHTWEAR
IN ROANOKE SINCE 1918

1918

Thirty-Nine Years of Progress
330-36 WEST CAMPBELL AVENUE, ROANOKE, VIRGINIA

1957

The City acquired downtown Elmwood Park, March 1, 1911 for \$150,000.

A new YMCA building was built at Church and Second Street in 1914, and in 1915 a badly needed municipal building was started. This edifice with additional ground cost \$405,000 and doesn't look its age today. That was the year, too, that Judge Beverly Berkeley agreed with President John A. Taylor of the Children's Home Society and established a juvenile court. A parole and probation system was established with Captain Jones of the Salvation Army as first officer. It was the beginning of today's domestic relations court.

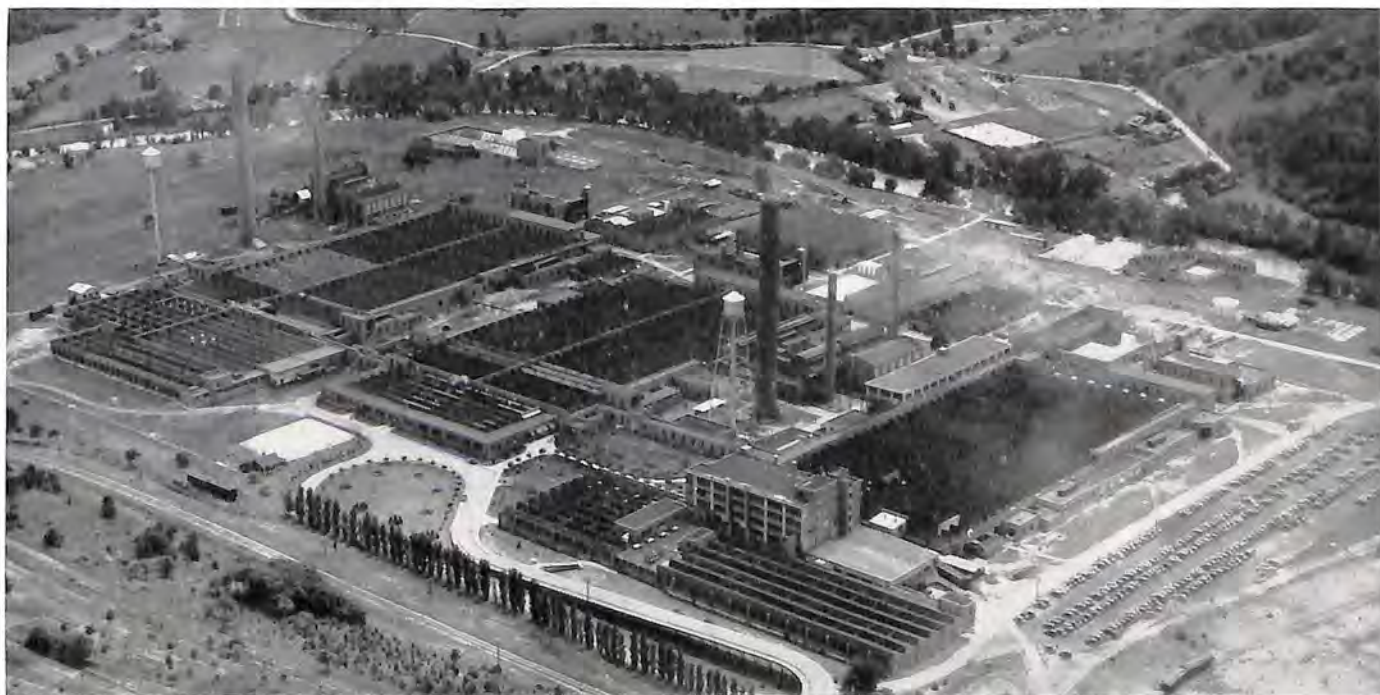
The Shenandoah Life Insurance Company opened for business in 1916 in two rooms, presided over by one paid employee. Today it has a magnificent home office in suburban southwest Roanoke and has over half a billion dollars of insurance in force. In 1955 the company was mutualized and is now wholly owned by its policyholders. The company had as its presidents over the first forty-one years Robert H. Angell, a founder; E. Lee Trinkle, a founder and a former governor of Virginia; and Paul C. Buford. "Bob" Angell was one of the city's leading citizens for a long period of years. He was not only a founder of the Shenan-

doah Life Insurance Company but he headed many other business enterprises, often several at a time, was president of the Colonial-American National Bank from 1911 to 1926, and might be called the founder and inspirer of the Booster Club and of the Groundhog Club as an expression of his civic pride.

Prohibition had prevailed in 1915. After a final wild requiem, Salem Avenue became almost deserted as the vacant fronts of more than thirty former saloons gathered dust. But Roanoke's local dryness had the same trouble experienced five years later on a national scale. The words "bootlegger" and "nip joint" entered the Roanoke vocabulary.

The people were complaining about the traffic problem. The town had 1300 automobiles. Highways were beginning to be constructed, many charging toll. It cost 25 cents to take a drive to Salem and back. The Roanoke Auditorium Co., Inc. built a large auditorium just north of the passenger station in 1916. It was later sold to the N. & W. Railway Co., and in turn was sold to the American Legion in 1947. It has served the city well as a center for entertainment, recreation, commercial exhibits, and religious meetings.

The American Viscose Corporation's Roanoke plant has been in operation since 1917. It was a pioneer in the production of synthetic fibers.



"PROGRESS..."

the activity of today, the assurance of tomorrow."

Roanoke's continuing growth after 75 years of sound development is an acknowledged fact. But now, as in the past, the future will be determined by the people who live in the city and work and plan for the days ahead. Hake Manufacturing Company believes in the greater Roanoke spirit and is proud of its own contribution to community progress.



HAKE MANUFACTURING CO., INC.

1215 MIDVALE AVE. • ROANOKE, VIRGINIA

THE WORLD'S LARGEST MOLDER OF SMALL PLASTIC BOXES

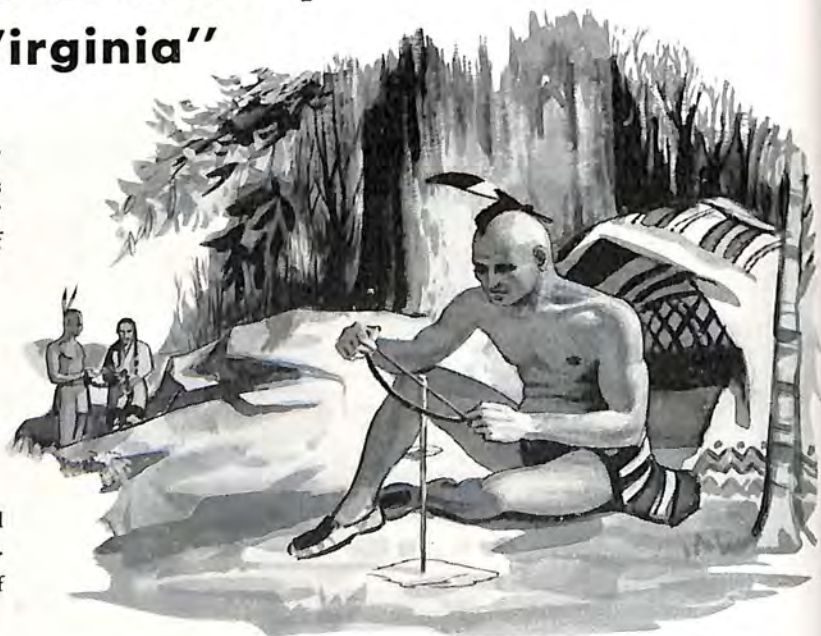
From White Shells to Banking "as Solid and Friendly as the Mountains of Virginia"

"Roenoque" (sometimes referred to as "Roanoak" or "Rawrenock") was the Indian word for white beads and the origin of Roanoke's name. "Roenoque" passed as current coin among early natives of this community.

"Not to Advance is to go Back..."

Roanoke's progress depends upon the ease and convenience in which its citizens can transact business.

The ease of method is responsible for the worth of a bank to its community.



Mountain Trust Bank

ROANOKE, VIRGINIA

What was quickly to grow into Roanoke's second largest industry opened in 1917. It was the local plant of the American Viscose Corporation, oldest producer of rayon. Roanoke was selected as the ideal site for this development in the new rayon industry because of the advantages it afforded in labor supply, quality of water, and the shipping facilities for both incoming raw materials over the N. & W. by way of the Norfolk port and for outgoing products to potential fabricating customers. The plant expanded to cover 235 acres along the river in southeast Roanoke and became a vital national industry during World War II.

* * *

Some local boys went off to Mexico in 1917 on a Pancho Villa chasing expedition—a prelude to the more serious war which was about to come. Roanoke city and county together supplied 777 young men to the armed forces of World War I. Ninety-seven did not come back.

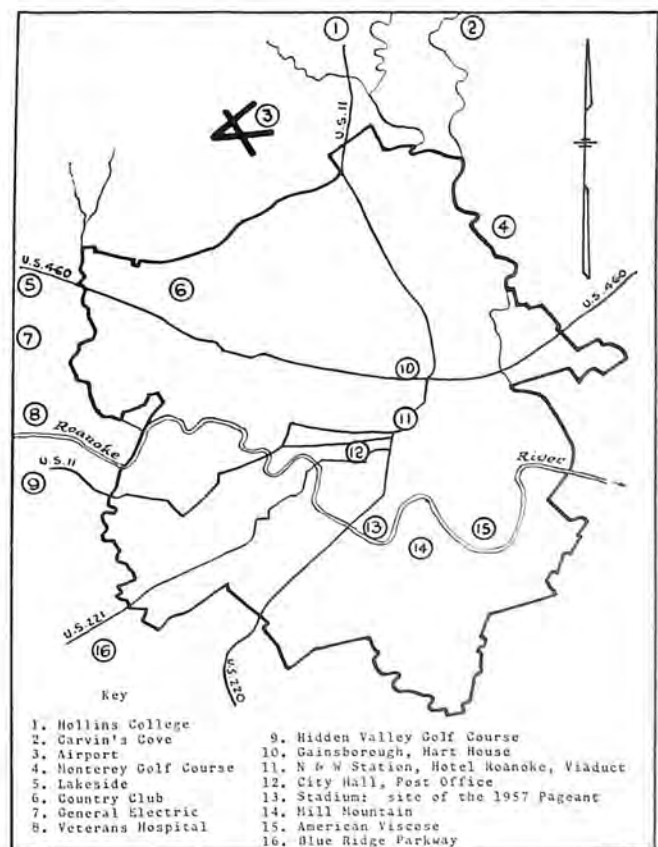
The civil population felt the sugar shortage, rationing and higher prices. The railroads were taken over by the government and chaos prevailed—with shipments bound for the Port of Norfolk backed up far west of Roanoke. Wages went up but the scourge of influenza struck, closing movies, schools and churches.

A NEW LOOK AFTER WORLD WAR I

Roanoke soldiers returned to find that the city manager form of government had been established, with W. P. Hunter in the job he would hold for twenty-nine years, 1918-1947. There was a sizeable annexation in 1919 and the census of 1920 was 50,842. Even so, suburbs extended far beyond the city limits and new local bus lines augmented the street car system. The world had begun to move on wheels. The first airplane landed in Roanoke in 1920 and a makeshift airport was established the next year in a pasture. In all its 30 and more years Roanoke had never had a public library. In the spring of 1920 such a movement was launched and a \$27,000 book fund was collected by public subscription. The next May the library was formally opened in the old house atop the knoll in Elmwood Park, part of which

was built in 1831 by Thomas Tosh II. (See Magnolia Tree, page 125.)

In the decade 1920-1930 the city increased by 18,364 people to 69,206. During this decade the increase in Roanoke City and County was 28.65% of the total population increase of the State of Virginia in the same period. New buildings were everywhere. Even structures considered fairly modern, like the Terry Building of 1892, were demolished to make way for larger ones. A new market house replaced the old, and horses, mules and flies disappeared from the marketplace. Private water companies were knit into a municipal system and a new reservoir was established at Carvin's Cove to supplement Crystal Spring. There were more fire stations and more police—and more crime as Prohibition became a not-so-noble experiment. The Richardson-Wayland Corporation put Station WDBJ on the air on June 20, 1924, the second commercial radio outlet in the State and the forerunner of the several broadcasting outlets in the area. Hotel Patrick Henry, built largely with local funds, opened its doors in 1925. Young John Payne, later to become a movie star, won \$25 for naming



Points of interest in Roanoke, 1957

CHAS. P. LUNSFORD

JAMES J. IZARD

J. IRVING SLAYDON

W. BOLLING IZARD

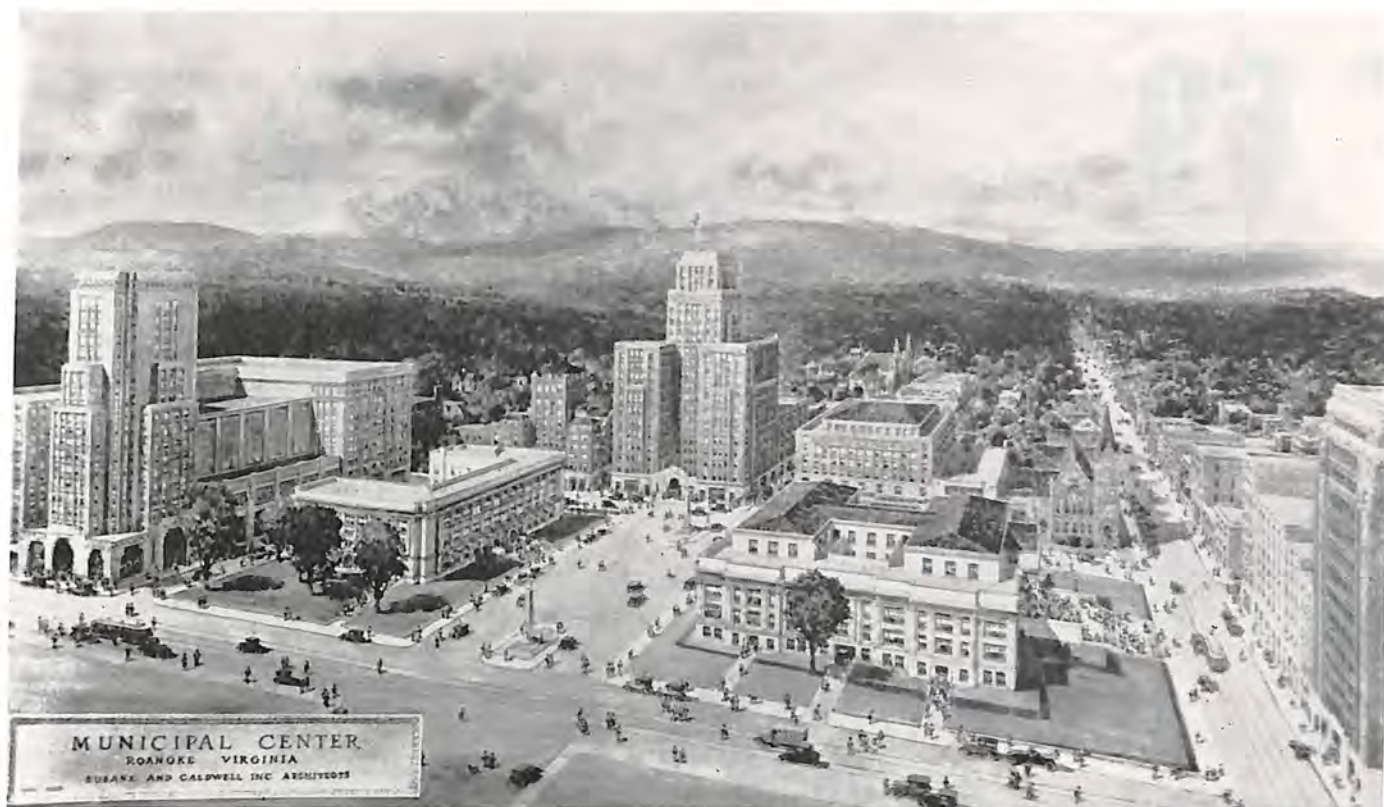
CHARLES LUNSFORD SONS and IZARD

GENERAL INSURANCE

INSURORS SINCE 1870

ROBERT R. MCLELLAND

JUNE M. YOUNG



1928 artist's conception of how Roanoke's proposed civic center in the vicinity of the Federal Building would look if a plan proposed at that time were carried out.

it. The Roanoke Highway Improvement Association was formed in 1926 and extended the city's trade area to the south. The Johnson-Carper Furniture Company, which now does a multi-million dollar yearly business, began small operations in 1927. In 1928 the city went Republican for the first time as it cast 6,471 votes for Herbert Hoover, 4,018 for Al Smith. Also in 1928 was organized the Roanoke Life Saving and First Aid Crew by Julian S. Wise, marking the beginning of a most worthy national organization. (See Life Saving Crew, page 129). The Ponce de Leon Hotel burned on December 28, 1929 and was replaced by the present attractive structure within the following year.

* * *

Roanoke escaped the full force of the great national decline which followed the stock market catastrophe of October, 1929. The net income of the Norfolk and Western—still by far the town's largest industry—slipped from \$42 million in '29 to \$32 million in '30, then to \$21 million in '31 and to a low of less than \$16 million in 1932. But there

still *was* a net income. Only one local bank failed to reopen after the chilling bank holiday of March, 1933. Perhaps Roanoke felt the long, discouraging depression less than any city in its size in the United States.

A CITY FULL GROWN (MATURITY)

Progress continued. In 1929 the city leased part of the present airport site, bought it in 1934, and has been adding to it ever since. In 1931, at the height of depression, the N. & W. opened the largest office building in the city. Municipal Stadium, second largest in the State with seats for 27,000, was dedicated on Thanksgiving in 1942. Opening of sections of the scenic Blue Ridge Parkway and improvements to the Lee Highway and Lynchburg Road greatly increased the tourist trade. The city was now served by four federal highways, Routes 11, 220, 221 and 460. With the universal use of automobiles the town's own parks, grown to 835 acres by 1957, became more accessible. That park system had grown largely through the efforts of J. B. Fishburn and his son, J. P. Fishburn,

FOR

69

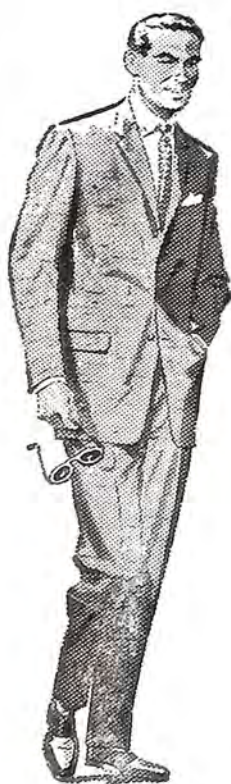
YEARS . . . SERVING ROANOKE WITH FINE

PRINTING & LITHOGRAPHY

HAMMOND'S

PRINTING & LITHO WORKS

Hammond Building, Jefferson at Luck Ave., Dial Diamond 4-6952



Mitchell's Joins Heartily in Celebrating Roanoke's 75th Diamond Jubilee

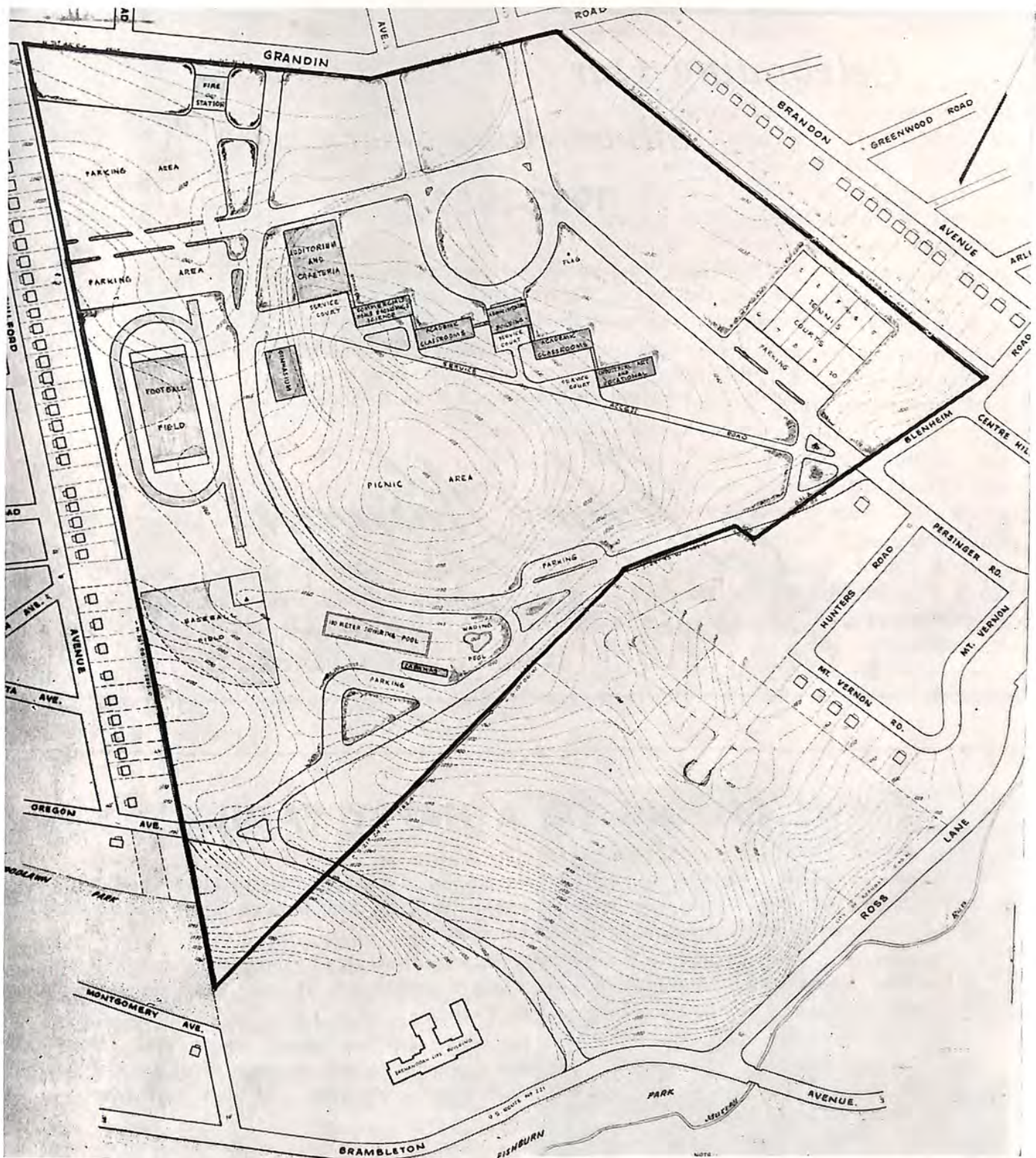
Western Virginia's Most Beautiful Men's Wearing Apparel Store has grown as Roanoke has grown.

When you visit Roanoke . . . visit Mitchell's.

Smart, Brand Named Wearing Apparel, for men, from the best known clothing sources.

QUALITY at prices the average man can afford.

Mitchell's
28 W. CHURCH AVE.
ROANOKE, VIRGINIA



This 1950 plan shows proposed development of city-owned Shrine Hill in Grandin Court and includes high school, municipal auditorium and numerous recreational facilities. In 1957 the large area was still undeveloped.

who donated Mill Mountain, Wasena, Norwich and Lakewood Parks, and, together with Crystal Spring Land Company, donated South Roanoke Park. Frank Fallon donated Fallon Park. Fishburn Park was donated to the city by Blair J.

Fishburn, who was born in Big Lick. Mr. Fishburn, a former mayor of Roanoke, served four years in the Virginia House of Delegates, and headed the Roanoke Recreation Association for a quarter of a century.

Celebrating Our
Silver Anniversary
1932-1957

TWENTY-FIVE years ago our doors were opened to serve the men and boys of Western Virginia with the *finest* quality, smartest styles and meticulously fitting clothing obtainable.

TODAY we wish to re-emphasize and re-dedicate our founding principles—to assure continued growth and service in the bright future that lies ahead for Roanoke and Western Virginia.

John Norman
INCORPORATED

FINE CLOTHES

For Men

For Boys

2 HOURS FREE PARKING AT MERCHANTS PARKING GARAGES

"WE BELONG TO A HAPPY FAMILY"

Leggett's Department Store in Roanoke is just one member of a happy family of stores whose history dates back to 1895. Ours has been an interesting story—this development from one small store to many related stores throughout Virginia and other Southern states.

Leggett's first arrived in Virginia in March of 1920, when the Leggett brothers opened their first store in Danville. A tremendous expansion took place within a span of only 37 years, and today there are more than 30 Leggett stores throughout the state of Virginia.

Leggett's Roanoke store was proud to be a part of this growth. Opening here in 1949, Leggett's has consistently maintained the policy that has been responsible for the expansion of its family: good merchandise, amply supplied, and sold at prices which represent true value. Our motto speaks for itself—"The Home of Better Values."

And like every other American family, Leggett's holds fast to its faith in the future. For, with faith comes progress and growth and understanding. In this, Roanoke's Diamond Jubilee, Leggett's takes part with pride and pleasure, knowing through experience that this celebration is truly a sign of the magnificent future that lies ahead of us all.

112 W. CAMPBELL AVE.

The Home of Better Values
Leggett's
DEPT. STORE INC.

DIAL 3-9371



Home of the Roanoke Times and World-News and Stations WDBJ and WDBJ-TV at Campbell and Second Streets, SW.

The new federal office building and post office was opened in 1930. Federal government had added to Roanoke's growth in 1933 with the coming of the veterans hospital and regional office of the Veterans Administration. Hotel Roanoke was completely rebuilt in 1938 (there were further additions in 1947 and 1953) to become the largest and finest in Virginia. Conventions flocked in at the rate of over one hundred a year.

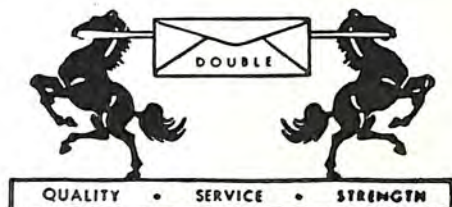
During seventy-five years of dynamic material progress Roanoke gradually became conscious of her social welfare responsibilities. She inherited the relics of colonial days—the county poorhouse and children in jail tried by juries in criminal courts. The first change in this social concept was in 1902, beginning with the organization of the Associated Charities which rendered a pioneer relief service to needy families. The organization had its origin in the churches. It was the mother, personified in Mrs. Maggie Read, of a half century of the pageantry of social welfare development in Roanoke. Under the painful pressure of war, depression and unemployment this organization became the Family Welfare Association, guided by Rev. Z. V. Roberson, W. C. Stephenson, B. J. Fishburn, Mrs. Margaret Bolling Izard, Mrs. Evelyn Fishburn Shackelford, and Dr. Alva Stone. The Junior League of Roanoke financed its reorganization in 1926, paying the salary

of the first social worker especially trained in counseling technics.

The many social and economic changes in the 30's required an evaluation of all the social welfare agencies. There were two important studies made of Roanoke's social welfare needs. First, the University of Virginia's research department, at the invitation of City Council and the Community Fund, organized in 1924, presented facts and policies rather than specific recommendations. The second study in 1936, the Loosley Survey, furnished more of a community organization plan. It, too, was financed by the Junior League and sponsored by a citizens advisory committee of twelve leading citizens including City Council, with Clem D. Johnston, chairman. Due to these two surveys, existing agencies for human welfare were consolidated. The Community Fund and the Council of Social Agencies were reorganized, a Department of Public Welfare was created, and improvements were made in the Juvenile Court and the Detention Home, with emphasis on better trained family counselors and better facili-



The newer of the Norfolk and Western general office buildings on North Jefferson Street across from Hotel Roanoke.



DOUBLE ENVELOPE CORPORATION

532 Luck Ave. Telephone Diamond 3-2467

In the year 1917, in a small, one room building on Salem Avenue here in Roanoke, Mr. Joseph W. Bear founded Double Envelope Corporation.

With one hand-fed printing press, he ventured into the printing of Church Offering envelopes.

The business moved to its present location on Luck Avenue in 1923. Since that time the company has built three additions and is presently working on its fourth. The company is one of the largest envelope manufacturers in the south.

In the early 30's the company entered the field of manufacturing commercial envelopes. Today 95% of our total volume is in the manufacture of commercial and specialty envelopes. Over 2,000,000 envelopes are turned out daily and shipped to every state in the Union, the primary market being in the south.

The Officers of the company are:

CLAY F. BEAR, *President*

JOSEPH W. BEAR, JR., *Vice President*

CHARLES TALBOTT YOUNG, *Vice President*

CLINTON E. SLUSHER, *Secretary-Treasurer*

SERVING A GROWING ROANOKE COMMUNITY



Providing: Insured safety and liberal dividends for savings, a sound interest-saving home loan plan, and personal service to Roanokers during the years of greatest development of our community.

Southwest Virginia SAVINGS AND LOAN ASSOCIATION

306 Second St., S.W. Phone Diamond 3-4404
ROANOKE, VA.

FAST SERVICE LAUNDRY & DRY CLEANING

"Across from the Radio Tower"

DIAL Diamond 4-1648

VINCENT S. WHEELER

687 Brandon Road
ROANOKE, VIRGINIA



MODERN

FAST

EFFICIENT

Established 1950

Progressing with Roanoke



Norfolk and Western completely rebuilt its Roanoke passenger station in 1950 at a cost of over a million dollars. Completely functional, the air-conditioned depot is believed unexcelled by any other small city station in the country.

Unlike those in many cities, Roanoke's airport is but a few minutes drive from the center of town. Dedicated in 1941, it has constantly been enlarged since. This new terminal and administration building was opened in 1953. The field is named for Clifton A. Woodrum, long-time U. S. representative from this district.



ties for medical and mental treatment for children. Thus Roanoke has coordinated her welfare agencies and is meeting her responsibilities in a modern, efficient manner.

WORLD WAR II AND POST-WAR PROSPERITY

World War II found the people of Roanoke, as all patriotic citizens, willingly bearing their part of the burden of war. Large numbers entered the armed forces and served with distinction. Others worked at war plants and contributed their share. The memories of long and trying days of rationing, of restricted travel, and of worry over beloved ones may still be fresh in our minds, but a sense of renewed life is evident on all sides.

Former Roanokers who have been away a scant dozen years can scarcely recognize the

Star City of 1957. The war over, the ability to buy new automobiles and to build the houses of our dreams, albeit with government aid, and to equip them with electric appliances of all sorts, wrought a change in the life of the city. As one drove about the suburbs of the city one saw acre after acre of barren fields, where a few weeks later there was house after house under construction. The big annexation of 1949 took in whole subdivisions, manufacturing plants, cornfields, woodlands and pasturages. Two Federal housing projects have been completed; Landsdowne Park in northwest in 1951 and Lincoln Terrace in northeast in 1952, providing 300 family units each. A further Government project has cleared slum and semi-slum areas in the near-downtown northeast and still another project, embracing some 1,500 acres from Salem Avenue to Roanoke River is in the drawing board stage in 1957. And withal, fine homes grow on the hills and wooded knolls which

925 Keys to Unlimited Hospitality!
THE HOTEL ASSOCIATION OF ROANOKE, VIRGINIA

"The Star City of the South" Celebrating its 75th Birthday

1882 — HOTEL ROANOKE — 1957

We, too, are celebrating our 75th Anniversary

425 ROOMS

"A Modern Air Conditioned Version of an Old English Inn"

KENNETH R. HYDE

GEO. L. DENISON

Associate Managers

1925 — HOTEL PATRICK HENRY — 1957

300 ROOMS

All public space and 125 bedrooms

Air Conditioned

JOHN A. SHIRES, *General Manager*

1888 — HOTEL PONCE DE LEON — 1957

200 ROOMS

Completely Air Conditioned

Located in the heart of Downtown Roanoke

Free Parking Lot Adjoining Hotel

GARLAND W. MILLER, *Manager*

There is no charge for children under the age of twelve at the above hotels

BOXLEY QUARRIES

Crushed Limestone & Crushed Granite

for

Road Building — Railroad Ballast — Concrete — Furnace Flux

Filter Stone — Flagstone — Limestone Sand



W. W. BOXLEY & COMPANY

711 BOXLEY BUILDING

ROANOKE, VIRGINIA

Four Plants Located on N. & W. and A. C. L. Rwy's.



A portion of the new public library at the northwest corner of Elmwood Park. Designed for the comfort of readers and researchers, the building in addition to its main reading room, has a children's library, Virginia room, record collection, television room and small auditorium. It is air conditioned and electrically heated.



Roanoke's \$585,000 health center opened in 1952 on West Campbell Avenue away from the congested business section provides modern facilities under one roof for a variety of state and city health services.

Roanoke's post office and Federal building is in the center of town but was built to provide adequate space for national governmental functions. It houses U. S. courts and law enforcement offices.



ring the town. The 1956 real estate and personal property assessment is \$176,990,086. Today the city's population is reasonably estimated at 100,000 as the metropolitan population nears the 150,000 mark.

ROANOKE, AN ALL-AMERICAN CITY

Roanoke has undergone a complete face-lifting since World War II, but one so gradual, and yet so steady, that those who have walked the city's streets daily have not fully appreciated the change. Almost every store in the downtown area has been either rebuilt or given a thoroughly modern look. Under the direction of City Manager Arthur Owens, who took over January 1, 1948, a new street lighting system appeared and all overhead wires came down. Smooth pavement replaced the old street car tracks, abandoned in 1952. There is a million dollar air-conditioned railway station, an airport, officially dedicated October 13, 1941 and still being enlarged, and two new inter-urban bus stations. The town is proud of its new library, its two new Memorial Hospitals, its modern health center, its three armories and a half-dozen new schools. These improvements were one factor in earning for Roanoke the distinction of an "All-American City" in 1952. The combination newspaper-radio WDBJ television plant of the Times-World Corporation is a showplace, as is the home of the WSLs television station on General Robert E. Lee Plaza. Other private businesses which have recently built substantial structures that add to the attractiveness of the city are the Appalachian Electric Power Company, the C. & P. Telephone Company, Smartwear-Irving Saks, the Colonial Stores, Sears and Roebuck, Miller & Rhoads and Reid & Cutshall. A handsome new YMCA, and a new First Federal Savings and Loan Association Building are under construction while several extensive shopping centers are about to materialize.

A unique asset to the city's leisure-time program was added in 1952, the Children's Zoo. This project was established in Mill Mountain Park by the Roanoke Civitan Club, under the guidance of a steering committee appointed by City Council. Contributions were made by thousands of public-spirited citizens, business firms, civic organizations, and school children, giving money, material and labor to make the zoo a reality. It encompasses an area of $1\frac{3}{4}$ acres, is enclosed by a seven-foot high board fence, and accommodates numerous miniature sized exhibit buildings and a circular miniature

Big Lick . . .

Magic City

. . . Star City

They're all ROANOKE

Yes, the little town of Big Lick of 1881 has grown magically from a hamlet of 500 people to the Star City of 102,000 that is Roanoke today. And all of this development has occurred in only 75 years.

This meteoric rise has been due to many factors. Roanoke's location at the foot of the Shenandoah Valley makes it a natural gateway to the southwest part of the state which it serves as a wholesale and retail center. Another important factor in the Star City's growth is its people, who have worked long and diligently to achieve a great diversity of industry.

We have supplied the electric energy that is so necessary for great industrial advancement and which is helping the residents of Roanoke to live better. We are proud that we had a hand in helping Roanoke to grow and prosper.

Appalachian
ELECTRIC POWER COMPANY®

*"It's only the
beginning folks!"*

● In Radio and Television WDBJ has spared no effort nor expense to add growth, strength and stability to the Roanoke community and Western Virginia.

● In Roanoke's 75th year we are proud of our contributions "in the public interest, convenience and necessity."

● We look to the years ahead with keen anticipation, for, as the circus ringmaster says, "It's only the beginning, folks . . . only the beginning!"

WDBJ Television



Channel 7

WDBJ Radio



960 On Your Dial



Appalachian Electric Power Company opened this office building at Franklin Road and First Street, N.W., in 1949. The six-story structure is general headquarters for the utility.

railway provided by the Junior Chamber of Commerce. It was opened on July 4, 1952 and proved an instantaneous success, having 84,260 paid admissions in its first ten-week season. The primary idea behind the Children's Zoo is to provide a place especially for youngsters—a place where they can get acquainted with tame, harmless animals at close quarters and sometimes even pet and feed them. This is one of Roanoke's show places.

The Chamber of Commerce increased its continuing work of aiding new industries, large and small, to locate both in the corporate limits and in surrounding Roanoke County, and also in aiding the expansion and growth of existing industries and businesses. Later the non-profit Roanoke Valley Development Corporation was formed to further these endeavors, and has had signal success.

The N. & W. has increased its facilities with vastly enlarged west-end yards, a new general storehouse, a car-building shop and many other improvements. But the railroad no longer dominates the city's economy, though it is still the city's largest employer. Other large plants have located here, the largest being General Electric's growing factory to the west, but the biggest change has been the growth of smaller manufacturing concerns and warehouses. Roanoke has become the distributing center for a huge area stretching into North Carolina, West Virginia and Kentucky—center for the selling of everything from buttons to bulldozers. Greatest obvious change in the sixth decade has been the building of the viaduct at Jefferson Street over the N. & W., and the pedestrian underpass at Jefferson Street, with the demolition of blocks of unsightly buildings. Grass grows again downtown, but it grows in park plots, not in the streets.

From the beginning Roanoke has been known as a young man's town, where the newcomer is welcomed and encouraged. Strangers who come to make their homes here rapidly become ardent boosters of Roanoke. The opportunities offered by the city are many and the future is bright. The Star on Mill Mountain (see page 127), one of the largest in the country—100 feet high, visible for 60 miles to approaching planes—shines above the town and has somehow become a veritable symbol of our present pride and future growth. The slogans "The Magic City" and "Acorn to Oak—Watch Roanoke", were never more pertinent and indicative of the spirit of the city. As an earlier writer put it, "Roanoke is endowed by Nature and designed by Providence to be a natural abode of man".

BE SURE TO GET A
DIAMOND JUBILEE
SOUVENIR
DINNER PLATE



We are proud

**. . . of our part in the growth
and development of Roanoke!**

Construction in its many forms expresses visually and surely the vitality and growth of any community. In the Roanoke area it has been our privilege to serve as general contractor over a period of many years on large, as well as small, construction projects—building for a better metropolitan center now and in the years to come.



B. F. PARROTT & CO., INC.

Building Contractors • Boxley Building • Roanoke, Virginia

We've come a long
way since . . .

**WESTINGHOUSE
HEAT PUMP**

DAVIS H. ELLIOT CO.
INCORPORATED

1802 South Jefferson St.

1937

1957

Boyle-Swecker Tire Co.
Inc.

THE
GENERAL
TIRE

Church Ave. at Third St., S. W.
Roanoke, Va. Phone DI 2-3468

G. G. TABOR
President

R. A. DYER
Sec.-Treasurer

MODERN ROANOKE



"The Telephone Center", Chesapeake and Potomac's building at Third and Luck, S. W., was deemed adequate for many years to come when it was built in 1938 but growth has been such that a large addition was constructed last year.

The Virginian Railway follows the curve of the Roanoke River through town. At left in this picture looking west is the Highland Park section. The railway yards lead to its shops, center and then under Jefferson St. and Walnut Avenue bridges. Top right is a portion of Memorial Stadium beside which stand three armories.



The Look of Tomorrow . . . Today!



Having grown with Roanoke for forty years, First Federal shares with the community the pride and pleasure of its Diamond Jubilee celebration. It is fun to look back upon the triumphs and accomplishments of three quarters of a century. But living in the past is not enough. Cities and institutions alike must constantly look forward to the future. Thus it is with great pride that The First Federal Savings & Loan Association offers to Roanoke a new and completely modern office building; a striking example of the new look in architecture, combining every proven feature of the past with every fine convenience of the present.

- SAVINGS ACCOUNTS
- CHRISTMAS CLUBS
- HOME LOANS
- IMPROVEMENT LOANS

FIRST FEDERAL Savings & Loan
ASSOCIATION

CHURCH AVENUE AT FIRST STREET, S. W.

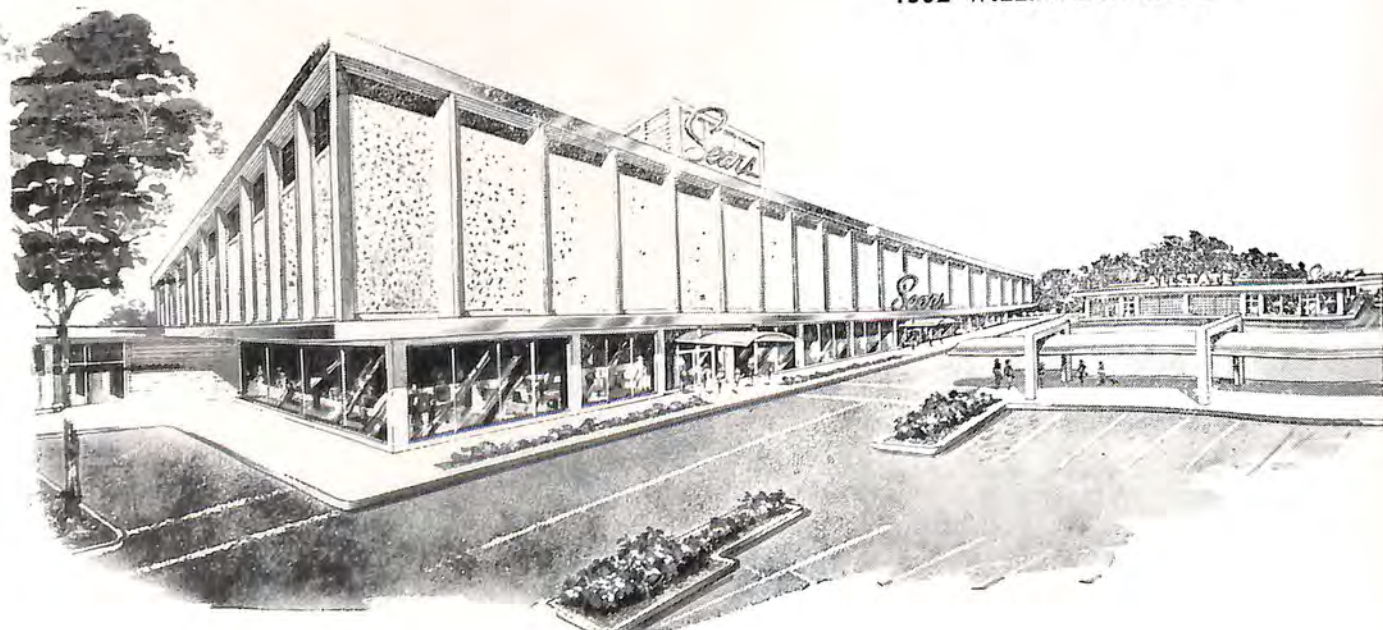


Sears Welcomes You To

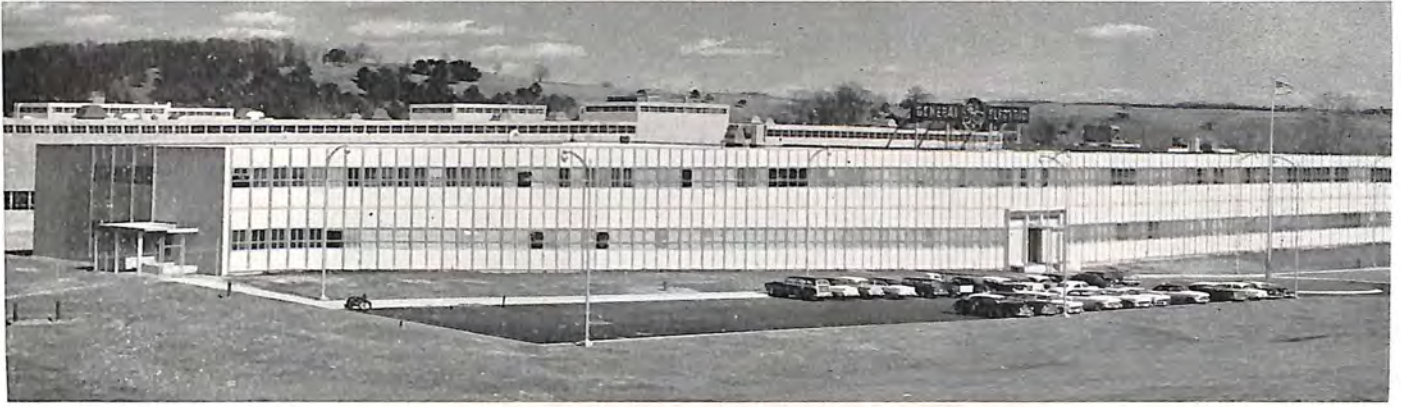
Roanoke's . . . Diamond Jubilee

Celebration!

1502 WILLIAMSON ROAD



MODERN ROANOKE



Roanoke's newest large industry is this huge General Electric plant opened in 1956 in nearby Roanoke County. It manufactures industrial controls and employs about 2,000 people.



American Bridge Division of United States Steel is one of the city's largest heavy industries. Established in 1889 as the American Bridge and Iron Company on what had been the Big Lick marsh, it later was known as the Virginia Bridge Company.



The U. S. Veterans Administration Hospital was established in 1934 on a 445-acre tract near the western city limit of Roanoke which can be seen in the background of this aerial photograph.

TIME DOES TELL . . .



21 E. Campbell Ave.
FROM 1887
TO NOW

And while it tells of Roanoke's race to growth, it mirrors also the growth of Marsteller Corporation.



1809 FRANKLIN RD., S. W.

- GRANITE
- CERAMIC TILE
- DEX-O-TEX
- TERRAZZO
- MONUMENTS
- INDIANA LIMESTONE

Marsteller

C O R P O R A T I O N

A great name in stone since 1887

ROANOKE, VIRGINIA

1887 *Almost As Old As Roanoke* 1957



About 60 years ago Exchange Lumber Company started business on Norfolk Avenue . . . in 1908 moved to Skyline's present location . . . remained until 1941.

Skyline Lumber Company started business in 1937 on Midvale Avenue . . . in 1941 bought Exchange Lumber Company and moved into their quarters at 1255 Third Street, S. E. As we all know—from 1941 to 1946 was

rough going . . . however, thousands of homes and industrial buildings were built with lumber and millwork from Skyline. From the background of dependable service and quality materials Skyline in 1957 is one of the largest lumber companies in this area.

Their outlook for the future based on the past means a bigger operation and better service for YOU.

SKYLINE LUMBER CO., Inc.

1255 Third Street, S. E.
ROANOKE, VIRGINIA

Dial Diamond 5-8187

P. O. Box 1296



ROANOKE — 1882 — 1902 — 1957



These three views of Roanoke were taken from about the same spot—looking south from a hill beyond where Second Street, S. W., crosses the railroad by the express office, site of the original passenger depot. Top picture was in 1882, middle in 1902 and bottom in 1957.

Since 1910

Western Virginia's

Style Center



W R I S

5,000 WATTS

AT 1410

MUSIC, NEWS AND SPORTS

AND THE BEST PROGRAMS FROM THE

MUTUAL BROADCASTING SYSTEM

MAYORS OF BIG LICK AND ROANOKE



JOHN TROUT
Mayor, Town of Big Lick
February 28, 1874—
June 30, 1876



SAMUEL GRIGGS
Mayor, Town of Big Lick
July 1, 1876—
June 30, 1878



WILLIAM N. STARTZMAN
Mayor, Town of Big Lick
July 1, 1878—
June 30, 1880



MARSHALL WAID
Mayor, Town of Big Lick
July 1, 1880—
February 3, 1882
Mayor, Town of Roanoke
February 3, 1882—
June 30, 1882



LUCIAN H. COCKE
Mayor, Town of Roanoke
July 1, 1882—
December 31, 1883
Mayor, City of Roanoke
January 1, 1884—
June 30, 1884



JOHN H. DUNSTAN
Mayor, City of Roanoke
July 1, 1884—June 30, 1885



SAMUEL G. WILLIAMS
Mayor, City of Roanoke
July 1, 1885—June 30, 1886



WILLIAM CARR
Mayor, City of Roanoke
July 1, 1886—June 30, 1890



WILLIAM G. EVANS
Mayor, City of Roanoke
July 1, 1890—June 30, 1892



HENRY S. TROUT
Mayor, City of Roanoke
July 1, 1892—June 30, 1894



STURGIS E. JONES
Mayor, City of Roanoke
July 1, 1894—June 30, 1896



ROBERT MCCLELLAND
Mayor, City of Roanoke
July 1, 1896—November 2, 1896



WILLIAM K. ANDREWS
Mayor, City of Roanoke
November 2, 1896—
June 30, 1898

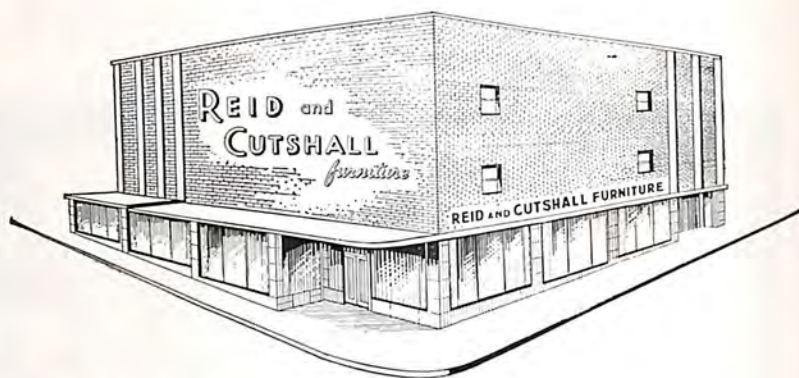
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- FINE FURNITURE
- CARPETS
- DRAPERIES
- ELECTRICAL APPLIANCES
- FREE INTERIOR DECORATING SERVICE



Phone DI 5-8137

TWO CONVENIENT LOCATIONS TO SERVE YOU

OUR WAYSIDE STORE

is located on LEE HIGHWAY, west of city limits

*Let's
Celebrate
Roanoke's
75th
Diamond
Jubilee*



REID and CUTSHALL

Phone DI 5-7733

*Plenty of
Free Parking*



2 FINE STORES THAT ARE GROWING WITH GREATER ROANOKE



*Suppliers to the
Textile, Agricultural and Chemical Industries*

**MORE THAN 40 PLANTS
COVERING THE ENTIRE UNITED STATES**

Our Roanoke Plant was established in 1929
and serves Virginia, West Virginia and North Carolina

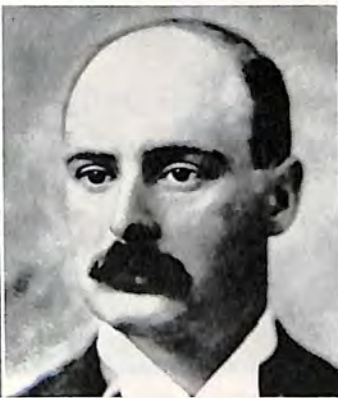
STAUFFER CHEMICAL COMPANY

2005 GREENBRIER AVENUE, S. E.

MAYORS—Continued



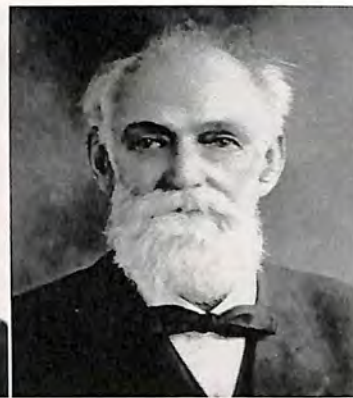
JAMES P. WOODS
Mayor, City of Roanoke
July 1, 1898—June 30, 1900



J. RANDOLPH BRYAN
Mayor, City of Roanoke
July 1, 1900—
February 13, 1902



ROBERT A. BECKNER
Mayor, City of Roanoke
February 13, 1902—
June 30, 1902



JOEL M. CUTCHIN
Mayor, City of Roanoke
July 1, 1902—April 9, 1912



SYLVESTER P. SEIFERT
Mayor, City of Roanoke
April 9, 1912—June 30, 1912
Mayor, City of Roanoke
September 1, 1930—
August 31, 1934



JOHN W. WOODS
Mayor, City of Roanoke
July 1, 1912—
December 23, 1912



CEPHAS B. MOOMAW
Mayor, City of Roanoke
February 1, 1913—
October 18, 1915



CHARLES M. BROUN
Mayor, City of Roanoke
October 18, 1915—
August 31, 1918



W. W. BOXLEY
Mayor, City of Roanoke
September 1, 1918—
August 31, 1922



BLAIR J. FISHBURN
Mayor, City of Roanoke
September 1, 1922—
August 31, 1926



CHARLES D. FOX
Mayor, City of Roanoke
September 1, 1926—
August 31, 1930



SYDNEY F. SMALL
Mayor, City of Roanoke
September 1, 1934—
June 2, 1938

ADAMS CONSTRUCTION COMPANY

Asphalt Surfacing

2725 Roanoke Avenue, S. W. • P. O. Box 60

Telephone DIAMOND 3-2409

ROANOKE, VIRGINIA

The Adams Construction Company personnel has had more than a quarter of a century in experience for private, highway, and municipality paving, and with this experience the Adams Construction Company specializes in surfacing and resurfacing driveways, parking lots, shopping centers, airports, highways and streets throughout the entire State of Virginia, as well as the neighboring states with several branch offices, the main office being Roanoke, Virginia.

ESTIMATES GLADLY FURNISHED

Our service includes advice on any drainage problem or any other problem pertaining to the construction or resurfacing of home driveways, turnarounds, etc., without cost or obligation to you. We will also write specifications for your individual needs upon request without cost or obligation to you.

Whether the job you want done be large or small, Adams Construction Company is equipped and staffed to do it promptly, efficiently and economically. You get the benefit of our more than 30 years of experience, plus the ability—and courtesy—of our highly skilled workmen. All materials we use are tested for quality, and we give a 12-month maintenance guarantee on all work done.

Remember: ADAMS CONSTRUCTION COMPANY does the job right—with speed and with complete satisfaction guaranteed. Call us today!

Keeping Pace With Roanoke's Progress

FUEL OIL AND EQUIPMENT COMPANY, Inc.

Distributors of

High Quality Fuel Oils for Home and Commercial Use

ALL GRADES OF LIQUID ASPHALTS

and

PHILLIPS "66" PRODUCTS IN THE ROANOKE AREA

PHONE DIAMOND 5-8866

P. O. Box 762

ROANOKE, VIRGINIA

MAYORS—Continued



JAMES A. BEAR
Mayor, City of Roanoke
June 2, 1938—August 31, 1938



WALTER W. WOOD
Mayor, City of Roanoke
September 1, 1938—
October 15, 1943



LEO F. HENEBRY
Mayor, City of Roanoke
October 15, 1943—
August 31, 1946



RICHARD T. EDWARDS
Mayor, City of Roanoke
September 1, 1946—
August 31, 1948



WILLIAM P. HUNTER
Mayor, City of Roanoke
September 1, 1948—
August 31, 1949



ARCHER R. MINTON
Mayor, City of Roanoke
September 1, 1949—
August 31, 1950
Mayor, City of Roanoke
September 1, 1951—
August 31, 1952



ROY L. WEBBER
Mayor, City of Roanoke
September 1, 1950—
August 31, 1951
Mayor, City of Roanoke
September 1, 1952—
August 31, 1954



ROBERT W. WOODY
Mayor, City of Roanoke
September 1, 1954—
August 31, 1956



WALTER L. YOUNG
Mayor, City of Roanoke
September 1, 1956—

ROANOKE'S INTERNATIONAL LEADERS

Roanoke City has produced a number of national and international leaders. At right are five who were pictured in The Roanoke Times, August 15, 1956.

Seated: E. R. Johnson, President, Rotary International, 1935-36; Dr. Elbyrne G. Gill, President, Lions International, 1943-44.

Standing: John L. Walker, Grand Exalted Ruler, National BPOE, 1955-56; Clem D. Johnston, President, United States Chamber of Commerce, 1954-55; C. Francis Cocke, President, American Bankers Association, 1954-55.



Roanoke Automotive Jobbers Association

- AUTO PARTS CORP.
- AUTO SPRING & BEARING
- W. B. CLEMENTS, INC.
- MOTOR PARTS SUPPLY CO., INC.
- SHEPHERDS AUTO SUPPLY
- STANDARD PARTS CORPORATION

PABST BLUE RIBBON BEER



DISTRIBUTED IN ROANOKE BY
ROANOKE DISTRIBUTING COMPANY, INCORPORATED



Center of cultural and recreational activities is the former J. B. Fishburn home, 714 13th St., S. W., present headquarters of the City Recreation Department. This unusual home, "Mountain View", was built in 1907 and was formally presented to the city on December 15, 1955.

ROANOKE ANNIVERSARIES

Roanoke has held an impressive series of anniversary celebrations and has recognized anniversaries with significant publications. (Anniversary publications, or micro-films of them, are to be found in the Local History room of the city public library.)

1892—The "Decennial Celebration," June 18, 1892. See "A Souvenir of the Decennial Celebration of Roanoke City, Virginia."

1902—The Twentieth Anniversary. "History of Roanoke County, Salem, Roanoke City, Virginia and Representative Citizens," by William McCauley, A.M., for the period 1734-1900.

1907—The Twenty-Fifth Anniversary. The Chamber of Commerce compiled an attractive illustrated booklet with numerous pictures and up-to-date statistics, under the auspices of the Jamestown Exposition Committee.

1912—The Thirtieth Anniversary. "History of Roanoke County, Roanoke City, and the Norfolk and Western Railway Company," by George S. Jack and E. B. Jacobs. A comprehensive story with numerous biographical sketches.

1922—The Fortieth Anniversary, recognized by the Chamber of Commerce in a Booster Club booklet, richly illustrated with pictures of business houses, industries, public buildings, schools, churches and scenes about the city. An excellent brief "Story of Roanoke", outlining the city's growth is included in this booklet.

1934—The Golden Jubilee, June 18, 1934. A program of a banquet at Hotel Roanoke, Junius P. Fishburn, Toastmaster, "honoring the Pioneer Citizens of Roanoke and Commemorating the Receipt of the First City Charter." This program carries the names of nearly two hundred pioneers of the period 1882-1884, some thirty of whom are still living, most of them in Roanoke.

1942—The Sixtieth Anniversary. "Roanoke, Story of County and City," a Virginia Writers' Project of the Virginia Conservation Commission, sponsored by the Roanoke City and the Roanoke County School Boards. This is a comprehensive story of the Roanoke area, used as a reference text in the public schools.

Call A

**RUTHERFOORD
REPRESENTATIVE**

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**INSURANCE
AND
BONDING
OF ALL KINDS**

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- *Roanoke's most*
- *progressive*
- *insurance agency*
-

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INSURANCE AGENCY**

ROANOKE, VIRGINIA
141 West Campbell Avenue
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*Growing with Roanoke for
over 40 years*

Established in 1916

Today . . .

as

always



Merita
the best you can buy!

● BREAD ● CAKES
**AMERICAN BAKERIES
CO.**

5th & Salem Ave., S. W.
ROANOKE, VIRGINIA

Congratulations

**AMERICAN BRIDGE
DIVISION**

UNITED STATES STEEL



THE JAPANESE MAGNOLIA TREE



This beautiful tree might well be considered a symbol of Roanoke, standing guardian over the growth and development of the city for more than a century. It has an interesting story. Quoting from *The World News* of April 8, 1954:

JAP MAGNOLIA TREE ADORNING ELMWOOD PARK IS 100 YEARS OLD; BROUGHT TO U. S. BY COMMODORE PERRY. By Frank Hancock.

"The stately Japanese magnolia tree in bloom in Elmwood Park is 100 years old this year. It is believed to have bloomed for 80 to 90 of those years."

"The tree has an interesting history. It was brought to America by Commodore Matthew Calbraith Perry who made a successful expedition to Japan in 1852-54 and opened the first trade relations with the Japanese."

"Commodore Perry gave the sapling to Col. William Peyton, who then owned the property that is now Elmwood Park. Col. Peyton used the tree in landscaping his home, the building which now serves as the Roanoke Garden Center."

"Perry's treaty with the Japanese was signed on March 31, 1854. Since sea travel was slow in those days, it is probable that the magnolia was not planted here until late 1854."

The Garden Center building in the park, which also has served as Roanoke's public library, was built about 1831 by Thomas Tosh II. Soon thereafter Col. Peyton bought the property and em-

ployed an English landscape gardener to develop the site.

Colonel Peyton is said to have placed a locust post just west of the magnolia tree and placed a small cannon, controlled by a sun glass, upon it. He had the little cannon loaded with powder daily. At noon, the sun's rays passing through the glass would ignite the powder. The cannon would fire, signaling the field hands to come to lunch.

Further information about the history of the Elmwood Park site is given in a *Roanoke Times* story of April 29, 1931.

It quoted a letter from W. H. Tinsley of Salem which said in part: "Colonel Peyton planted the magnolia tree which was brought over from Japan. In 1856 (two years after the planting) Colonel Peyton sold the farm to a Dr. Denis, of New York, who moved his family here.

"They were dissatisfied and moved back to New York. Dr. Denis, in October, 1858, sold the farm 'Elmwood' to my father, B. T. Tinsley." Tinsley's letter said his father feared in 1868 that the Yankees were going to confiscate the land of the Confederacy and make good their promise of "40 acres and a mule" to former slaves. He decided to sell.

"Peyton L. Terry and his father-in-law, John Trout, agreed to buy part of the place," the letter went on. "When surveyed, it was damaged to the extent that my father was never satisfied. In October, 1873, he sold the residue to Mr. Terry. The house and the tract of land remained in the Terry family until 1911, when it became a city park."

we were born . . .



when Roanoke was

only 12 years old



Throughout the years
(63 of them!)

we have tried to serve
our community

- efficiently
- faithfully
- intelligently

when we're
old and grey



we'll still be serving Roanoke
— SINCE 1895 —

Caldwell-Sites CO

105 SOUTH JEFFERSON ST., ROANOKE, VA.

1908

1957

Sunnyside Awning
was established in 1908
by F. L. Temple

This canvas product business was formed almost fifty years ago by Fred L. Temple and has grown with Roanoke through the years. The ownership of the Company has remained in the family of the founder during these forty-nine years, and as it approaches its golden anniversary it is experiencing good growth and looking forward to many more years of service to the families and industries of Southwest Virginia.

Sunnyside, as it is widely known, was primarily manufacturers of Tents, Awnings and Wagon Covers. During the war years the Company made many products for the military service, such as sleeping bag covers, pup tents, and various other products for the use of the soldier in the field.

As the years have passed away the business has expanded and grown, adding new home improvement products to their lines, as well as products for industry—constantly striving towards improving their business and satisfying their customers.

INDUSTRIAL CANVAS — TARPAULINS
VENETIAN BLINDS — STORM WINDOWS
ORNAMENTAL IRON RAILINGS
WINDOW SHADES
ALUMINUM AWNINGS

Sunnyside

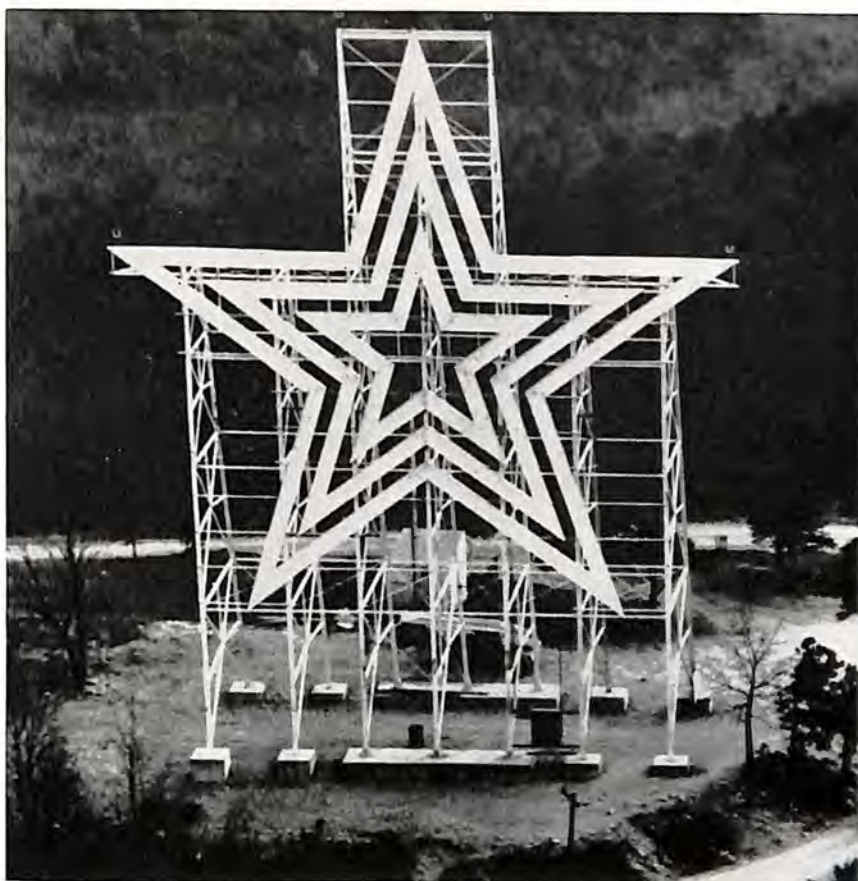
AWNING & TENT CO.

R. A. ROBERTSON, Gen. Mgr.

521 First St., S. W.

Roanoke, Virginia

ROANOKE'S MILL MOUNTAIN STAR



If a star had fallen out of the heavens, it could hardly have aroused more interest than Roanoke's great star atop Mill Mountain.

What is believed to be "the largest man-made star in the universe" has served to bring Roanoke to the attention of millions of people throughout the world. The star has been pictured and written about in *Life* and other national magazines, portrayed on television and in the movies, and discussed on nationwide radio hook-ups. It has been described in newspapers, portrayed on maps and circulars distributed around the world.

Since the gigantic star's illumination ceremony on Thanksgiving Eve, 1949, it has more than fulfilled Roanoke's desire to "let your light so shine before men, that they may see your good works".

The idea for the star originated with the Christmas decorations committee of the Roanoke Merchants Association. Attempting to find "different" decorations for Roanoke, the committee began working on something of a permanent nature that could be used each Christmas season. Once the star was illuminated, however, public enthusiasm caused it to shine every night of the year. Thus the star has no commercial implications.

It was co-sponsored by the Roanoke Merchants Association and the Roanoke Chamber of Commerce. Its cost exceeded \$27,000, raised through subscriptions of local business and professional firms. The grounds at the base of the star were landscaped

by the garden department of the Roanoke Woman's Club. Its operation costs about \$100.00 a month—for insurance, painting, maintenance, electric current and so on. All expenses except electricity are paid from trade promotion funds of the Merchants Association. The city supplies the current.

An aluminum marker at the base of the star reads:

THE ROANOKE STAR

World's largest man-made star. Erected in 1949 as a symbol of the progressive spirit of Roanoke, Star City of the South.

Height of steel structure—100 feet.

Height of Star—88½ feet.

Weight of Star—10,000 pounds.

Weight of steel structure—60,000 pounds.

Weight of concrete base—500,000 pounds.

Depth of base—6½ feet.

Length of neon tubing—2,000 feet.

Current consumed—17,500 watts.

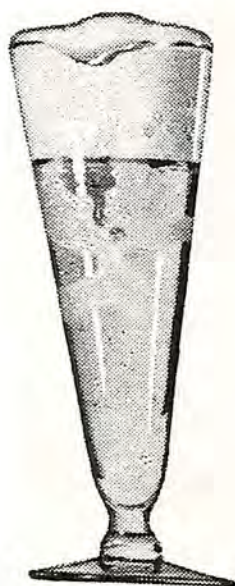
Height above sea level—1,847 feet.

Height above city—1,045 feet.

Visibility from the air—60 miles.

Many possible color combinations.

Illuminated every night till 12.



Schlitz

The Beer That Made
Milwaukee Famous

Salutes ROANOKE

ON ITS DIAMOND JUBILEE

Our thanks to the people in the Roanoke area for their part in helping make Schlitz the nation's No. 1 beer again in 1956.

This is a hearty tribute to SCHLITZ and the many loyal retailers serving this fine beer.



PORTERFIELD

DISTRIBUTING CO., INC.

1354 8th Street, S. W., Roanoke, Va.

CHAPMAN PORTERFIELD

WILSON PORTERFIELD

Lavalieres and chatelaines
—we worked on those when
we began in 1917.

We carried on through
bar pins and dorines . . .

We're still making new wedding rings from
your old ones and doing everything
to every other kind of ring.

And we still work lovingly on grandmother's
silver service.



CHARLES DENSON

SINCE 1917

5 Campbell Ave., W.

Diamond 4-7964



Life Saving Crew Building, provided by citizens' donations, dedicated January 13, 1957.

ROANOKE LIFE SAVING AND FIRST AID CREW

A life-saving group organized by ten Roanokers on May 25, 1928 primarily for water safety work has grown into a highly-trained and internationally known rescue squad which answers some 650 calls a year. It began and has remained as a volunteer organization.

The Roanoke Life Saving and First Aid Crew, Inc. was founded by Julian S. Wise and nine other employees of the Norfolk and Western Railway with eight items of equipment. Original members bore such titles as "diver", "boatman" and "grappling iron man".

Today there is an inventory of over 200 pieces of life-saving and rescue equipment. In addition to around-the-clock availability for every type of emergency, the squad is active in the fields of accident prevention, safety education and research.

Crewmen serve as instructors in the use of iron lungs, oxygen tents and are thoroughly familiar with oxygen inhalation therapy. Recently the Crew was presented a plaque by Roanoke Memorial Hospital for outstanding assistance in both ambulances and railway cars.

The Crew is chartered by the American Red Cross and its activities have been described in several national publications including *Reader's Digest*. Roanoke squadsmen introduced the idea of a state association and were leaders in the formation of the International Association of Rescue Squads—and have served as presidents of both organizations. The



Members of the first Roanoke Life Saving Crew: left to right (front row) C. C. Lankford, H. T. Avis, C. I. Britts, and Harry Martin. (Back row) F. P. Grimes, J. A. Grasty, J. S. Wise, L. P. Britts, H. S. Moorman and E. A. Wolfenden.

Crew has a shelf of trophies won in first aid competitions.

On January 13, 1957 the Crew dedicated a new headquarters building at 374 Day Avenue, S. W. Because of tremendous public interest it was possible to complete this \$135,000 home debt free. The building is open for public inspection and a telephone operator is continuously on duty.

Got Goods to Sell . . .

a Message to Tell?

Put your advertising
OUTDOORS

and watch America go BUY!

**GENERAL OUTDOOR
ADVERTISING CO., Inc.**

Faces have changed . . .

Styles have changed, but

Airheart-Kirk's objective remains the same:

"Help dress the men in our Community"

In 1902, just 20 years after Roanoke was born, Jack Airheart and Dr. Kirk started in on this venture to assist in clothing the masculine of Roanoke. Years later Geo. T. Kessler and associates took over and in 1945 Ernie Light with even greater determination has kept thousands of friends and customers dressed to look their best.

As the future unfolds it is our ambition to play our part in dressing every man correctly for whatever the occasion might be.

In celebrating our fifty-fifth and Roanoke's seventy-fifth year we at Airheart-Kirk say "the best of everything for your future."

Airheart-Kirk

"Light's Way to Style"

107 West Campbell Ave.

Roanoke, Va.



**A Salute from Roanoke's Pioneer Clothiers
Since 1889 . . . Roanoke's Oldest Existing
Clothing Establishment**

The Oak Hall founder, Mr. Morris Rosenberg at left, came to Roanoke from Lynchburg in September, 1889. Two stores already established in Lynchburg were left behind due to a firm belief in the future of Roanoke. He purchased as a homesite the property now occupied by the City Market square. The original store location was at what is now First St., S. E. As the business area developed, several changes of location were made until the present location was purchased from George Payne and occupied in 1928.

- FAMOUS BRANDS
- CHARGE ACCOUNTS
- LAY-AWAYS
- TOP VALUE STAMPS
- FREE PARKING
- COSTUME RENTALS

CAMPBELL AT JEFFERSON

OAK HALL
John-Henry-Bark

M. ROSENBERG & SONS

PHONE DI 5-8837

ROANOKE'S PUBLIC SCHOOLS: HOW THEY GREW



The Commerce Street School as it appeared in 1924. Here the Roanoke Public School System had its beginning in 1870.

In 1883 the first and only full year of the Town of Roanoke, the school enrollment was 527 with possibly only 14 teachers. In 1957, 18,100 children attended public school in Roanoke City with a professional staff totalling 771.

The Virginia public school system began with a legislative act of July 11, 1870 providing that each

county establish public schools. Prior to that time there had been no "free schools" in Virginia. The schools were to be supported by a $7\frac{1}{2}$ cent tax on each \$100 assessed value of real and personal property.

The new town inherited two of the seven schools which had been established in the Big Lick District

The Jefferson Senior High School, built in 1924



BIG LICK — ROANOKE



**MAGIC CITY
STAR CITY**



ROANOKE'S JEWELRY NEEDS
HAVE BEEN SERVICED BY

KINGOFF'S

FOR OVER 20 YEARS IN
THE SAME LOCATION



Wm. P. Swartz, Jr. & Co. Inc.

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421 Luck Ave., S. W.
ROANOKE, VA.

Roanoke Photo Finishing Company, Inc.

"Everything in Photographic Supplies
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ROANOKE, VA.

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ROANOKE, VIRGINIA

*All Forms of Fire, Marine
and Casualty Insurance
and Fidelity and Surety
Bonds*

VIRGINIA ASPHALT PAVING CO., Inc.

437 McClanahan, S. W.

ROANOKE, VIRGINIA



The Lucy Addison High School, built in 1952

of Roanoke County. They were New Lick School on Commerce Street and Old Lick Negro School near the present Booker T. Washington Junior High School. It appears that a few additional rooms were rented until the City of Roanoke came into being in 1884. The first school board of three, appointed that year, was granted an increase in school tax by Council from 7½ cents to 15 cents. In 1885 Gilmer, a four-room brick structure, was erected and in 1889 a ten-room brick building replaced the Old Lick School, which in 1893 was named the Commerce Street School. The records indicate that small buildings then cost about \$1,500 per room, and a few additions cost about \$500 per room, but sharp increase is evident from year to year.

That was the school system until 1891 when the six-room Belmont School was built "way out in a cornfield" and two rooms in Commerce School were designated as a high school. That secondary school grew but was shunted from rented building to building until a permanent home (now the Administration Building) was erected in 1899. Jefferson High School was opened in 1924 and Fleming High was annexed in 1949. The Negro high school was started in Harrison elementary in 1918, became a four-year accredited school in 1924 when it graduated its first class of three. In 1928 it moved into the Lucy Addison building, now Booker T. Washington Junior High, and in 1952 was transferred into the present imposing Addison High School on Orange Avenue.

The primary system, along with Junior High Schools, expanded like this: 1898—Gainsboro, Melrose (now Loudon) and West End. 1906—Highland Park. 1912—Lee Junior. 1915—Virginia Heights and an old four-room Crystal Spring, both by annexation. 1916—Harrison, Jamison, Monroe (now Melrose). 1921—Norwich (Park View). 1922—Stonewall Jackson Junior and a new Crystal

Spring. 1928—a more extensive program provided Addison High (now Booker T. Washington Junior), Forest Park, Morningside, Wasena and Woodrow Wilson Junior.

Then from the depression of the early thirties no new buildings were erected until 1948 when Monroe Junior was built in anticipation of the big bond issue of the following year. The 1949 annexation brought six more schools within the city limits: Garden City (1915), Washington Heights (1915), Tinker (1919), Oakland (1923), Riverdale (1926) and William Fleming High (1932).

In addition to Monroe Junior, the \$4,200,000 bond issue of March 1, 1949 with a \$1,523,262 state supplement provided Garden City, Grandin Court and Huff Lane (1950), Addison Senior (1951) and Preston Park (1952). Large and modern type additions to older buildings in recent years include those to Belmont, Crystal Spring, Forest Park, Harrison, Highland Park, Jamison, Jackson Junior, Melrose, Morningside, Wasena, Virginia Heights, West End, Woodrow Wilson Junior, William Fleming High and Jefferson High, also enlargements to three new schools—Huff Lane, Grandin Court and Preston Park.

There have been only six school superintendents in the 71 years since the first, William M. Lunsford, was appointed in 1886. Rush U. Derr served from 1889 to 1893, Bushrod Rust until 1909, Harris Hart until 1918 and D. E. McQuilkin until 1953. E. W. Rushton is the present superintendent. It may be noted that three of these—Rust, Hart and McQuilkin—directed Roanoke's schools for a continuous period of sixty years.

During his five years as high school principal and 36 years as superintendent McQuilkin signed some 16,000 high school diplomas for Roanoke boys and girls. The total 1957 graduates from Addison, Fleming and Jefferson High Schools is 685.

*Advertisers
of the Southeastern States
have used our services
for 33 years*



1915-1957

**Growing With Roanoke For
42 YEARS**

We can all be proud of the growth of Roanoke the past 75 years. We pay special tribute to its founders; and those whose foresight and initiative have made for us the beautiful city that it is today.

IT IS WITH PRIDE . . .

we have played an active part in this growth for the last 42 years. We have grown only because of the confidence and faith the people have had in us. May our efforts in the future merit the continued confidence and faith.

**ROANOKE IRON
AND BRIDGE WORKS**

338 Walnut Ave., S. E.

Roanoke, Va.

1907 1957

**50
Years of Continuous
PROGRESS**

We join Roanoke in celebrating birthdays . . .
1957 marks our 50th year in serving Roanoke
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★ Fire Escapes ★ Ornamental ★ Miscellaneous
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Dial Diamond 5-7831

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1957

**SERVING ROANOKE FOR
68 YEARS**

With the Finest in
MEN'S FURNISHINGS

Always Bringing to You
QUALITY — VALUE — STYLE

"Since 1889"

**BROTHERHOOD
MERCANTILE CO.**

107 S. Jefferson St.

Dial DI 4-6297



EARLY ROANOKE CHURCHES

Old St. John's Episcopal, Second St. and Church Ave. 1874-1892. This was Trinity Methodist 1892-1903 and Christ Episcopal, 1903-1917.



Greene Memorial Methodist, southeast corner Second St. and Church Ave. Built by Lutherans in 1885, became Methodist in 1902.



Although the earliest settlers in the Roanoke area were for the most part intensely religious people, first record of a formal church organization is the founding of Botetourt Parish of the Episcopal Church in 1770. Undoubtedly church meetings and other religious gatherings of several faiths were held before that time, but their annals are lost to history.

In the immediate Roanoke section the first house of worship was Tinker Creek Church, established by the Episcopalians under the Rev. Nicholas Cobbs. Located near the present Monterey Golf Course, it was used in the early 1800's by several denominations, particularly the Baptists. About 1840 the Episcopalians built just east of the present Lucy Addison High School and the Baptists organized the Big Lick Baptist Church nearby.

Old St. Mark's Lutheran, southwest corner Campbell Ave. and Third St. Built by Methodists in 1889, was St. Mark's 1902-1953.



*With pride in the City's History
And Confidence in A Bright Future . . .*

FINK'S JEWELERS
Salutes Roanoke On Its
DIAMOND JUBILEE

"7 Great Stores In Western Virginia"



ROANOKE — SALEM — BEDFORD — COVINGTON — STAUNTON — HARRISONBURG — CHARLOTTESVILLE

*Insuring Roanoke's Progress
For 63 Years*

ESTABLISHED 1894

**DAVIS AND
STEPHENSON**
INCORPORATED

*"We are glad to have been a
part of the construction pro-
gram during Roanoke's 75
years."*

J. W. BURRESS, Inc.

CONSTRUCTION EQUIPMENT

1701 Shenandoah Avenue

ROANOKE, VIRGINIA

Early Roanoke Churches (Continued)

This early Episcopal building became the first Negro Baptist church in 1874 when the Episcopalians built a small brick church later known as "Old St. John's" on what is now the post office plaza. The St. John's congregation moved to its present location in 1892 and sold its building to the Trinity Methodist Church, which occupied the "Old St. John's" until 1903 when it built the present Trinity at Roanoke and Mountain Avenue. In 1903 Christ Church, a branch of St. John's congregation since 1892, which had occupied various temporary sites, bought "Old St. John's" from Trinity. Thus this "Little Church" was reoccupied by Episcopalians until Christ Church built a new church at Franklin Road and Washington Avenue in 1917.

The early Methodists, promoted by Bishop Francis Asbury since 1790, organized a Society in 1803 and in 1815 built Thrasher's Chapel, a log church, several miles from Big Lick, at the site of the present Thrasher's Memorial in Vinton. Their first church in town was built in 1875 on Church Avenue, but the congregation moved several times about 1887 into a new brick building at Campbell and Third (Roanoke). The Lutherans built a large church at Church and Second (Commerce) in 1892 but were not able to maintain it, so an exchange was made with the Methodists for their church on Campbell, which then became old St. Mark's, and the original Lutheran church became Greene Memorial.

The early Baptist church was disbanded in 1861 but with the encouragement of the Rev. J. A. Munday, pastor of Enon Church at Hollins, the First Baptist Church was organized in Big Lick in 1870. Today there are 30 Baptist churches in Roanoke.

The Presbyterians built their first church a half block east of "Old St. John's" in 1851. They moved—building and all—in 1875 to the southwest corner of Third Street and Church Avenue, S. W., present site of WSLs Station. The rebuilt structure was used for 13 years until a brick one replaced it. The congregation of what was first Big Lick, then Roanoke, then First Presbyterian Church moved to its present South Roanoke location in 1929. There are eight Presbyterian churches in Roanoke.

The first Roman Catholic mass was held in a Shenandoah Valley passenger coach on November 19, 1882. As the congregation grew, services were shifted to Rorer Hall. In 1883, St. Andrew's Church was completed. There are three other Roman Catholic churches in Roanoke.

As Roanoke grew, so did its churches both in size and number. There are now no less than 190 churches representing 35 denominations.



Old First Baptist, built in 1870, east side Third Street, opposite present church, built in 1929.



Old First Presbyterian, 1888, southwest corner Church Ave. and Third Street. The first church in 1851 was near present Post Office, moved to this site in 1875, built this building in 1888, moved to South Roanoke in 1929.

St. Andrew's Catholic, 1883, in Town of Roanoke, north Jefferson Street



*We're helping to build
a bigger Roanoke . . .*

- ROOFING
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We are proud of the substantial part we have had in the construction of some of Roanoke's larger industrial and commercial buildings and pledge our firm to continue to merit this confidence.

VALLEY ROOFING CORP.

1707 JEFFERSON ST., S. W.

ROANOKE, VA.



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DIAMOND JUBILEE
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Craig Springs Resort

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ARTISTS' WORKSHOP
JULY 15-27

SPORTS
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- GOLF
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Send for folder with information and what is new and different for '57 season.

Drive over any time and look us over

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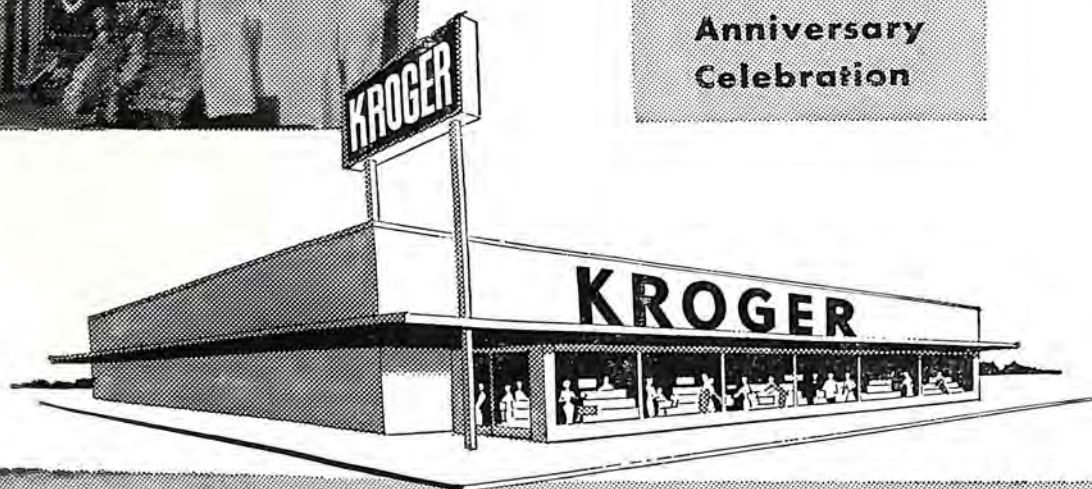
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Partners in Progress



**75th
Anniversary
Celebration**



Do you Remember?

In 1929. This quaint old-fashioned Kroger store, one of the first in Roanoke, dramatizes in sharp contrast the modern and convenient Kroger stores of today.

Kroger operates 47 modern stores in the Roanoke Division, including the recently opened Kroger-Sears store. More are planned for 1957, to help meet the ever-growing demands of this great industrial center.

You save on price — You save twice with TOP VALUE STAMPS

Roy C. Kinsey Sign Co., Inc.

22 WELLS AVE., N. E.

CELEBRATING OUR
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along with
Roanoke's Diamond Jubilee

NEON — COMMERCIAL SIGNS
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"Roanoke's Oldest Laundry"

**70 YEARS DEVOTED TO
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GIVE US A TRY

**ROANOKE
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1916 — 1957

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AND SURROUNDING AREA
WITH THE BEST IN . . .
**FRESH FRUIT and
VEGETABLES**

TO:

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- HOTELS
- INSTITUTIONS
- SUPER MARKETS
- INDEPENDENT GROCERS

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George L. Burton
Dr. W. H. Butler
S. D. Caldwell
James A. Camper
H. J. Childress, Jr.
T. O. Clowers
M. R. Coffey
P. W. Copenhaver
E. L. Cundiff
Sidney Dawkins
Fred E. Dickerson
W. L. Dixon

James M. Dowdy
Dr. E. D. Downing
David B. Draper
John N. Driscoll
James A. Dunbaur
John L. Ewart
K. T. Eanes, Jr.
Charles H. Effert, Jr.
R. B. Eggleston
C. E. Eyler
John W. Ferguson
Clay Ferguson

Chairmen of Diamond Dandies Chapters—(Continued)

John Garger
Harry Garman
Arthur Gebhard
William H. Gibson
C. D. Gilbert
John D. Gose
A. E. Gormican
R. E. Graham
Clyde M. Grant
Fred A. Gross
S. H. Hale
Fiske Hammond
C. A. Harris
J. A. Hatcher
James R. Hill
Alphonso S. Holland
Roy F. Howard
Robert H. Huels
J. E. Hopkins
Paul M. Jackson
D. A. James
Bruce W. Janney
J. H. Jarrett, Jr.
E. L. Jenkins
M. E. Jenkins
W. W. Jenkins
Claude R. Justis
Kerford Key
W. K. Key

Frank Koehler
W. J. Lantz
Ruben Lash
Fred D. Lawson
L. L. Laymann
N. M. Lazenby
Webb Maddox
Heman A. Marshall
Wes McAden
E. L. McCallum
J. R. Meredith
Wray P. Meador
E. H. Milan
Calvin Moock
F. G. Morgan
E. L. Munday, Jr.
Lee Munger
James E. Murphy
J. C. Nunnery
Venson Oliphant
Tony Pagano
James C. Painter
Jack Palmer
Freeland Pendleton
David E. Pickard
Hyle W. Perdue
Charles S. Price
Aubrey S. Pullen
Buddy Ratliff
M. E. Rayford

Frank C. Regnier
Douglas R. Rigney
Roy Rinehard
M. N. Rutherford
L. S. Scyphers
C. H. Simmons
M. G. Sink
David D. Sowder
Lane F. Stanley
D. C. Statome, Jr.
A. R. Stephens
James E. Stern
Fred B. Taylor
A. V. Thomas
D. C. Thomas
J. R. Thomas
Sam Tollison
A. F. Turner
E. T. Waldron
G. A. Walsh
H. D. Whitlow
Clifton B. Whitworth
F. C. Williams
G. A. Williams
R. C. Wimmer, Jr.
Frank W. Wood
Ralph A. Wood
Owen Wright
George L. Ziompolas

B. Jubilee Belles

Mrs. A. L. Turner, Jr., Chairman

Chairmen of Chapters—Jubilee Belles

Mrs. Zelma Anderson
Shirley Atkins
Miss Virginia Austin
Mrs. E. M. Benois
Mrs. J. W. Bethel
Barbara Boitnott
Mrs. W. H. Boone
Mrs. Betty Bond
Mrs. C. W. Boswell
Mrs. A. T. Bowles
Nellie Bowles
Mrs. M. P. Breeden
Mrs. Anna Brooks
Mrs. Jerry Brumberg
Aylease Burkholder
Mrs. Louise Burroughs
Mrs. Effie L. Bussey
Mrs. Robert Caller
Mrs. Alice Callison
Margaret Campbell
Mary Louise Canary
Mrs. H. F. Carper
Nancy Carroll
Bernice D. Cheatham
Nancy Jo Childress
Ann Clingenpeel
Miss Countiss Craig
Miss Gay Cronk
Mrs. Paul Croy

Edna Dent
Mrs. F. R. Dew
Mrs. B. L. Deyerle
Miss Hazeltine Dooley
Alma Dugan
Mrs. Virginia B. Dyer
Mrs. J. Albert Ellett
Irene Ferguson
Mary Lou Ferguson
Dorothy Findley
Mildred Flora
Garlands Drug No. 5
Mrs. Emma Garrat
Mrs. C. D. Gibson
Mrs. William L. Glenn
Mrs. J. T. Goggin
Mrs. P. D. Gravett
Mrs. Harold Gregory
Mrs. C. A. Gross
Mabel M. Haga
Mrs. W. R. Harrup
Mrs. I. S. Hartman
Miss Virginia Hopkins
Mrs. Ann Howard
Mrs. J. F. Hudson, Jr.
Mrs. Wayne Hudson
Mrs. Letha Huffman
Margaret Hutcherson
Lena M. Jackson

Mary Ann Jennings
Ruth M. Johnson
Mrs. Kenneth Kearney
Barbara Kingery
Betty Jane Kirby
Mary Ann Kraig
Mrs. JoAnne Lantz
Miss Martha Lee
Mrs. Mary E. Lee
Miss Martha Less
Mrs. Frances Lucado
Miss Ann Meador
Miss Eddie McCutcheon
Mrs. A. E. McGeorge
Mrs. D. S. McGrady
Mrs. Helen Mehaffey
Mrs. Jean Menefee
Mick-or-Mack—
Mrs. Evelyn Stott
Mrs. Marie Mills
Betty Minnix
Ethel Montgomery
Mrs. E. C. Moomaw
Mrs. Sylvia Moss
Mrs. Jean Mullins
Mrs. Harry E. Nash
Mrs. Melvin Neal
Elizabeth Neill
Mrs. B. B. Nelson

Chairmen of Chapters—Jubilee Belles—(Continued)

Mrs. W. D. Nimmo
Mrs. Lois Oliver
Mrs. F. W. O'Neal
Mrs. J. M. O'Neill
Peggy Overstreet
Gladys Pace
Mrs. Sidney Parham
Miss Mary F. Parsons
Mrs. Carl Perfater
Mrs. Blair Pitzer
Mrs. Paul Plaster
Mrs. Jessee Pollard
Mrs. Thelma D. Price
Mrs. R. R. Quick
Marieta S. Reed
Mrs. G. H. Remsberg
Frances S. Reynolds

Mrs. James B. Riggle
Mrs. Helen C. Riley
Mrs. M. F. Ring
Mrs. Paschal Roberts
Mrs. W. S. Robertson
Kluster M. Ronk
Miss Flora Royster
Agnes R. Sanford
Edith Shaffer
Fannye Shay
Miss Ruby W. Simpson
Anne Slone
Mrs. W. B. Small
Miss Margaret Smith
Mrs. James Sowder
Mrs. Charles G. Steele
Miss Evelyn Stock

Evelyn D. Stott
Mrs. Ben Stultz
Myrtle Taylor
Miss Shirley Thomas
Mrs. Rawley Turner
Mrs. Evelyn Urick
Mrs. J. R. Vass
Wayne Watkins
Mrs. Marian Wells
Mrs. H. E. Wilkes
June M. Wilkes
Miss Ruby Wilkins
Mrs. Marie Wills
Mrs. Mary Jane Welch
Evelyn Wood
Helen Young
George L. Ziompolas

Jubilee Belle Costume Dance Committee

Lucille Burroughs
Mrs. Frank Crim
Bernice Crowe
Mrs. W. A. Dickinson
Miss Elsie Hartwell
Mary MacNeil

Elizabeth L. Neill
Mrs. J. J. O'Connor
Peggy Overstreet
Nancy Richardson
Mrs. James B. Riggle
Jessie Robertson

Fannye Shay
Margaret Smith
Mrs. Norred Trinkle
Mrs. John B. Waldrop
Helen Young

Queen Contestants

Wanda Anders
Shirley Atkins
Sandra Atkinson
Patricia Ann Assaid
Ada Jane Alswick
Evelyn Ann Alouf
Ginger Abbot
Carol Boone
Diana Burton
Danya Burroughs
June Buchanon
Marie Bryant
Nancy Brown
Elizabeth Brown
Barbara Brown
Judy Brewer
Mrs. Evelyn Breeden
Jean Bratton
Shirley Branscom
Sarah Brammer
Betty Bowman
Marian Bonham
Barbara Ann Boitnott
Marion Jo Blank
Carolyn Bentley
Sonja Bateman
Carolyn Barnett
Phyllis Barnard
Ann Carol Banton
Betty Ballantine
Sandra Baker

Barbara Baker
LaVerne Bailey
Gail Bailey
Mrs. B. M. Bohon

Carol Cundiff
Mrs. Betty Lou Carter
Peggy Collins
Virginia Clarke
Gail Cruikshank
Emmy Lu Critcher
Peggy Creasey
Catherine Ann Craddock
Anita Cox
Helene Cooper
Barbara Cooper
Sara E. Clement
Nancy Jo Childress
Patricia Chasar
Nancy Cecil
Sue Jo Cassell
Brenda Carter
Nancy Carroll
Alice J. Callison
Betty Jo Caldwell

Sally Darragh
Gari Dickson
Frances Davis
Connie Duffy
Shirley Dudley

Diana Dodge
Helen Dobyns
Angie Dillon
Barbara Dew
Shirley Dent
Becky Davis

Carolyn Epperson
Peggy Early
Roberta Faries
Dolories Frye
Cathy Foster
Mrs. E. D. Fox
Sylvia Fortune
Donna Floyd
Earlene W. Fleming
Jeaniene Ferguson
Betty Fariss
Mozelle Falligant

Elaine Garber
Judy Guntner
Dolores Grubbs
Pauline Gray
Bettye Glenn
Linda Giles
Judy Gilbert
Nancy Garland
Elaine Gardner

Doris F. Horne
Martha Hughes

Queen Contestants—(Continued)

Jo Anne Hylton
Pat Hurst
Marilou Hubbard
Harriet Hunt
Peggy Hughes
Rebecca Hudson
Nita Howery
Judy Hollingsworth
Sandra Hodges
Bill Hodges
Joyce Heptinstall
Rosemary Henry
Donna Heninger
Louise Henebaugh
Gracie L. Hawley
Kathleen Hawkins
Martha Ann Hash
Rosemary Harris
Ann Leigh Hardy
Martha Hamilton
Frances Hall
Frances Hall
Sue Hairston
Helen Huffman

Peggy Jenkins
Diana Johnson
Jo Ann Joseph
Joyce A. Jones
Darlene Jones
Peggy L. Johnson
Nellrena Jewell
Suzanne Jefferson
Rosemary Jefferson
Jacqueline Jay Jackson
June Jenkins

Suzanne Kraige
Reva Kink
Rene Kendrick
Susan Kelley
Norma Jean Keith
Helen Kasey

Nancy deLoache
Mrs. Roy R. Lee
Eula Ligon
Harriet Lewis
Jean Leonard
Lucy Boyd Lemon
Becky Lee
Blondell Lawhorn
Jo Anne Lantz
Lynne Lambert

Mildred Moore
Adrian Malouf
Nancy Marsh
Carolyn Martin
Ona Martin
Mrs. Joyce Martin
June Mattox

Pat Medley
Rena Mickey
Pam Miller
Pat Miller
Bonnie Mills
Judy Mills
Joyce Miles
Georgiana Moorman
Susan Moyer
Judy Mundy
Mrs. Barbara Murray
Barbara Murray
Fran Murray
Maudie Myers
Martha Ann Miller
Kathryn Moser
Sarah McDowell

Joanne McQuilkin
Jo Ann McNeer
Dianne McMillan
Nancy McManaway
Norma J. McKee
Mitzi Kay McAlexander
Susie McAfee
Connie McAfee

Caroline Norman
Marilyn Nunn
Suzanne Norman
Barbara Nackley

Betty Overstreet
Donna Lou O'Brien
Susan Oakey

Pat Poindexter
Judy Poff
Sandra Perdue
Mrs. Peggy A. Peltier
Betty Jo Potts
Linda Poff
Mrs. Isabelle Pillow
Jeanette Payne
Gale Palmer
Mrs. Shelva S. Painter
Anne Pultz

Donna Quisenberry

Joyce Rogers
Sandra Robertson
Linda Rader
Sally Rushton
Lou Alice Robertson
Betty Robertson
Marty Roberts
Bonnie Richardson
Elizabeth Ramsey
Patty Rucker
Alyce Rodeniser
Peggy Repass

Anne Shannon
Mary Simpson
Martha Sharp
Kathryn Stull
Lon E. Shay
Helen Siner
Cindy Slaughter
Kay Stewart
Djuna Sutphin
Norma Smith
Sandy Smithers
Peggy St. Clair
Meta Simpson
Laura Schram
Joyce Semones
Barbara Spiers
Joyce Smith
Mary Jo Stoke
Mildred Smith
Rosemary Shelton
Geraldine Shively
Carol Sumner
Kim Stewart
Anita Snyder
Margaret Ann Smith
Evelyn Smith
Mrs. Donna Saul
Sarah Ann Salmons
Mrs. Earlene Semones

Louise Talbert
Virginia Thomas
Kitty Tinnell
Shirley Thomas
Kathryn Turner
Becky Lou Turner
Pearl Trayser

Sara Urquhart
Rebecca Underwood

Sophie Vurnakes
Peggy Vaughan

Shirley H. Wood
Betty Sue Wyatt
Jacqueline Walker
Suzanne Warden
Sandra White
Carol Sue Wells
Carolyn Willis
Patricia Whitlock
Betty Lou Williamson
E. Wertz
Emily Woods
Sharon Warden
Lola Fay White
Phyllis M. Williams
Patricia L. Wax
Jeannette E. Weaver
Hester W. Webb
Connie Wood
Norma J. Wirt
Bette Whitlock
Sue Watson

Parade Committee of Jubilee Belles and Diamond Dandies

Irvin J. Bauman
Dorothy Bondy
Lucille Bondy
J. F. Brown
J. W. Callahan, Jr.
Bernice Crowe
Lena Hoback

Roy F. Howard
Barbara Huddleston
Milton H. Hurley
Caroll Jarrett
Juanita Jenkins
Alice Leech
Wray P. Meador
B. L. Miller

Peggy Overstreet
Jewell Ramsey
Libby Shell
Mary Spangler
E. K. Sprodin
Virginia Via
Helen Young

D. Kangaroo Court Committee

H. T. "Jubal" Angell, Chairman
Joe B. Grant, Co-Chairman
James P. Bandy
Joseph M. Bandy
Irvin J. Bauman
Richard E. Echols
Richard B. Eggleston, Jr.

Arthur R. Gebhard, Jr.
Robert S. Guerrant
Howard D. Hale
Cutchin Hodges
Johnnie M. Hubbard
James W. Ireland
Willie N. Jenkins

Wray P. Meador
Douglas Noell
Julian C. Repass
A. J. Sprinkle
F. G. Sprouse
William Wood, Jr.
Ralph A. Woods

III. PAGEANT TICKET DIVISION

Richard F. Pence, Chairman

Mrs. Lewis P. Thomas, Co-Chairman

A. Ticket Committee

Byron A. Hicks, Chairman
George L. Pitzer, Co-Chairman
W. B. Baird, Jr.
Howard Brown

Douglas M. Frantz
Robert Goldsmith
Alton Hatcher
James Johnson

J. C. Nunnery
Harry Marley
R. H. Turner
E. C. Tutwiler

B. Queen Contest Committee

Frank Morris, Chairman

Mrs. M. P. Breeden, Co-Chairman

Mrs. A. E. Bailey
Mrs. Merle Boland
Fanny S. Boon
Mrs. Charles E. Buck
Mrs. Luke L. Bush
Mrs. Dorothy B. Christian
Miss Wilda Coleman
Mrs. Elsie Garst
Mrs. William O. Giles, Jr.
Mrs. Velma Hall

Mrs. P. L. Huffman
Mrs. Kenneth Hyde
Miss Leola Kefauver
Mrs. Odrie P. Kidd
Mrs. Virginia Kirkland
Mrs. Mary E. Lee
Miss Natalie Lester
Mrs. H. W. Maddox
Mrs. Benjamin F. Mann
Mrs. Vernon Poff

Mrs. Esther G. Reed
Mrs. C. H. Robertson
Mrs. R. A. Robertson
Mrs. Clyde J. St. Clair
Mrs. Carl Sommardahl
Miss Hazel Scott
Mrs. Paul R. Thomson
Mrs. Richard M. Trent
Mrs. G. Weaver
Mrs. J. K. Whitehead

C. Cashiers and Gates Committee

Col. W. A. Trolan, Jr.,
Chairman
Adrian Cronk
Joe Davis

Barnette K. Haley
Thomas J. Howell
Charles W. Hubbard
Landon Minnick
George R. Myers

B. Gary Richardson
Scouts, Explorers and Leaders
Blue Ridge Council
Boy Scouts of America

D. Patrons Ticket Committee

G. South Dunn, Chairman
James H. Jones, Co-Chairman

Gordon Johnson
Warren A. Stansbury

William Sylvan
W. I. Whitefield

IV. PAGEANT DIVISION

Arthur S. Owens, Chairman

A. History and Scenario Committee

Dr. D. E. McQuilkin, Chairman
Ben Dulaney, Co-Chairman
Raymond P. Barnes

H. Clay Ferguson, Jr.
Blair J. Fishburn
Edmund P. Goodwin
J. R. Hildebrand

Miss Nancy Himes
D. W. Persinger
Tayloe Rogers

B. Cast Committee

Miss Clara Black, Chairman

Miss Elizabeth Allen
Mrs. Jack Boland
Dr. E. D. Downing
Mrs. Pearl B. Fears
Mrs. C. L. Jennings

Miss Constance E. Johnson
Mrs. Hilda Larson
Mrs. Alyce Moore
Melvin Pawley
Edwin L. Phillips

Charles Price
Miss Elizabeth Smith
Mrs. Marionette Sprauve
Mrs. Gordon Welch
Mrs. Gertrude West

C. Properties Committee

H. Stanley Bailey, Chairman

J. William Austin
J. W. Ayers
Cletus H. Broyles

Walker R. Carter, Jr.
Charles R. Garrison
James R. Jordan

E. Vernon Poff
Gilbert H. Ruston
Clyde D. Walker

D. Construction Committee

Clarence Hawkins, Chairman

W. Duval Adams
H. B. Boynton

H. H. Harvey
J. P. Laurie

J. H. Parrott
John Wentworth

E. Spectacle Music Committee

Mrs. R. H. Ligon, Chairman

Mrs. Helen F. Robertson,
Co-Chairman

Mrs. Heman A. Marshall, Jr.
Mrs. B. S. Nininger

Gerald Powell
Mrs. Roy L. Webber

F. Costume and Make-Up Committee

Ed. J. Gray, Chairman
Mrs. Harry Gardner,
Co-Chairman
Mrs. B. W. Aldridge
Miss Mary Anne Anderson
Mrs. Carl M. Andrews
Miss Barbara Baker
Mrs. E. L. Baker
Mrs. J. W. Baker
Tommy Blackard
Mrs. H. N. Camden
Bill Camp
Mrs. S. L. Campbell
Miss Nancy Carper
Miss Ellasue Carr
Mrs. A. C. Cochener
Mrs. W. T. Coleman
Mrs. Albert Cook

Miss Helene Cooper
Mrs. Paul H. Dodson
Miss Mary Marshall Doyle
Miss Theda Draper
Mrs. Charles Edens
Miss Margaret Engleby
Miss Jeaniene Ferguson
Mrs. John Garrison
Mrs. Charles Glover
Mrs. J. L. Gravett
Miss Jane Henry
Miss Mary Hicks
Mrs. H. S. Holcomb, Jr.
Mrs. Dorothy Holland
Mrs. J. W. Inge, III
Miss Katheryn Kesler
Miss Eloise Lavender
Miss Jackie Lilly
Miss Mary Loise Moyers

Miss Mary Ann Middlecamp
Mrs. Fred Morgan
Mrs. David Newman
Mrs. Ruth Nichols
Miss Mary F. Owens
Mrs. C. G. Price, Jr.
Mrs. W. L. Robertson
Mrs. Doris Rogers
Mrs. D. H. Scott
Carl Shelton
Lee Shiflett
Miss Ruth Spradlin
Mrs. Ned Stogner
Mrs. John Sykes
Miss Laura Terry
Mrs. W. G. Turner, Jr.
Mrs. Leighton Wall
Miss Joan Wallace

G. Grounds

Col. S. J. Light, Chairman
H. L. Turner

R. R. Sutphin
J. D. Sink
Clayton R. Sink

C. W. Fitzgerald
Lt. Russell M. Harris

V. PUBLICITY DIVISION

John Will Creasy, Chairman

A. Press Release Committee

Thornton M. Tice, Chairman
Rev. Fleming E. Alexander
Miss Mary Bland Armistead
Bryan Beard
Russell Boyer
Charles Cox
Jack Goodykoontz

Howard Hammersley, Jr.
L. R. Hammond, Jr.
George Hess
George Kegley
John A. Kelley, Jr.
James Malley

Mrs. Phyllis Moir
Barton Morris, Jr.
Roscoe Perdue
Macey Schaffer
David F. Thornton
E. E. Tilson
Robert L. Via

B. Radio and TV Committee

Fred Corstaphney, Chairman
Coleman Austin
Barbara Felton

Ray P. Jordan
Burton L. Levine
James H. Moore

Don Murray
Frank Tirico
Tom Wright

C. Distributive Committee

Frank Koehler, Chairman
Hunter H. Akers
Joseph D. Berna
Ben Dulaney

E. D. Heins
J. W. Inge, Jr.
Roy C. Kinsey
James H. Moore

Clem N. Snead
James R. Sprinkle
James M. Toler
Francis Walters

D. Speakers Committee

M. C. Townsend, Chairman
Mrs. H. Stanley Bailey
Howard Bush

Mrs. Harry Dixon
Claude Harrison
Calvin B. Houck

Mrs. Nettie Lee Kitchen
Prince Thornton
James M. Toler

VI. HOSPITALITY DIVISION

M. Carl Andrews, Chairman

A. Dignitaries and Guests Committee

E. E. West, Jr., Chairman
H. T. "Jubal" Angell

Earl A. Fitzpatrick
Mrs. English Showalter

Mrs. Mary C. Pickett,
Co-Chairman

B. Entertaining Committee

Mayor Walter L. Young,
Chairman
Herbert A. Davies
Alan G. Decker

Benton O. Dillard
Earl A. Fitzpatrick
Kossen Gregory
Mrs. Mary C. Pickett

Julian H. Rutherford, Jr.
Roy L. Webber
Vincent S. Wheeler

C. Hostess Committee

Mrs. E. Lee Trinkle, Chairman
Mrs. Charles Blake
Mrs. Parke C. Buchanan
Mrs. George Chaney

Mrs. H. Powell Chapman
Mrs. Ernest Fishburn
Mrs. Maude Franklin
Mrs. A. J. Hoback

Mrs. Robert Lynn, Sr.
Mrs. D. E. Remsberg
Mrs. Sydney F. Small
Mrs. A. P. Staples

D. Traffic and Safety Committee

Major F. H. Webb, Chairman
Dr. Houston L. Bell
Fire Chief J. V. Brown

Joe Davis
Lt. R. M. Harris
Sgt. J. R. Jones

Capt. Julian S. Wise
Mrs. Hubert Wright
Mrs. H. T. Sibley

E. Transportation Committee

LeRoy Schneider, Chairman
R. L. Breeden
South Dunn

George Fulton
Harry McReynolds
George Pitzer

Jack Roberts
A. M. Roberts

F. Housing Committee

Kenneth Hyde, Chairman
M. D. Booth

John W. Hunter
Mrs. W. S. Ingram
Garland Miller

Archie F. Parrish
John A. Shires

G. Pioneer Recognition Committee

George Davis, Chairman
Mrs. Fanny Boon
B. J. Fishburn

Mrs. Corbin Glass
R. R. Horner
Mrs. J. R. Keyser
B. F. Moomaw

Mrs. J. E. Stockman
Douglas Wilson
Mrs. Robert W. Woody

VII. SPECIAL EVENTS DIVISION

N. W. Pugh, Jr. Chairman

Lacy L. Pratt, Co-Chairman

E. C. Moomaw, Secretary

A. Merchants Promotion Committee

W. Jackson Shepherd, Chairman
T. E. Capps
E. H. Gibson
Victor Heiner
George T. Hitch

E. L. Light
Kirk Lunsford
W. W. McCathern
Lacy L. Pratt
Harry Rider

George Sellers
J. H. Weinstein
Henry E. Williamson
Roy T. Wright

B. Historical Windows Committee

Sigmund Davidson, Chairman
Mrs. J. Chesney Dickenson

Mrs. Stanford Fellers, Jr.
Mrs. C. Gratton Lindsey, Jr.

Mrs. Kyle Montague

C. Parade Committee

Victor A. Heiner, Chairman
Roger Amole
A. L. Bush
Gerald A. Cummings
Mrs. Harry E. Dixon
Rev. Harry Y. Gamble
A. W. Gilbert
Chester Hampton

Leigh Hanes
Bob Hunter
Mrs. J. W. Inge, Jr.
Dan Leeds
David Mitchell
Bob Powell
James Powers
Col. William J. Powers

Harold Robertson
Arnold Schlossberg
Jerry Stokely
Howard Sumpter
Mrs. Guss Trevilian
Jerry White
Frank Williams
Jesse Wilson

D. Music Committee

Robert M. Griffey, Chairman
Marvin Beinema

Clyde McDonald
Mrs. F. A. Reynolds

Jerry White

E. Diamond Jubilee Ball Committee

Mrs. A. R. Hetz, Chairman
Mrs. L. K. Bussey, Jr.
Mrs. C. E. Cox
Mrs. P. E. De Lawter
Mrs. G. C. Dudley, Jr.
Mrs. J. A. Dunham
Mrs. L. W. Everingham, Jr.
Mrs. J. C. Haislip

Mrs. G. E. Herdeg
Mrs. G. W. Holcomb
Mrs. W. J. Lawrence, Jr.
Mrs. H. B. Maupin
Mrs. H. L. Moir
Mrs. W. M. Morgan
Mrs. W. B. Phillips
Mrs. J. M. Ramsey

Mrs. Claude Reynolds
Mrs. Billy Rigby
Mrs. M. I. Schaffer
Mrs. M. J. Thacker
Mrs. John Thaxton
Mrs. Sam Tollison
Mrs. O. W. Yates, Jr.

VIII. SPECIAL DAYS DIVISION

Robert L. Lynn, Chairman

A. Time Capsule Committee

Blair J. Fishburn, Chairman
Sydney F. Small, Co-Chairman
H. A. Davies
Benton O. Dillard

Richard T. Edwards
Leo F. Henebry
Archer R. Minton
Mrs. Mary C. Pickett
Roy L. Webber

Vincent S. Wheeler
Walter W. Wood
Robert W. Woody
Walter L. Young

B. Premiere Day—Friday, June 14

Frank Fisher, Chairman

C. Governor's Day—Saturday, June 15

Rep. Julian Rutherford, Jr., Chairman

Willis M. Anderson
Mrs. Wade Atkins

Mrs. Loyd Bair
Mrs. C. C. Campbell

Richard T. Edwards
Bowman N. Harris

D. Religious Heritage Day—Sunday, June 16

Rev. Clifton C. McCoy,
Chairman
William M. Beane
William H. Brothers
R. T. Edwards

Rev. Kern Eutsler
Charles Fox
J. H. Gearhart
Kermit Hunter
Eugene W. James
Capt. John R. Jones

Mrs. Tom H. Lambdon
William J. Lotz
Mrs. S. Earl Mitchell
Rabbi Samuel R. Shillman
Rev. J. E. Stockman

E. Festival of Music Day—Monday, June 17

Robert M. Griffey, Chairman
Mrs. Whitwell W. Coxé
Richard M. Crump

Mrs. R. H. Ligon
Gibson Morrissey
Harold Plummer
Mrs. Helen F. Robertson

Miss Floyd Ward
Jerry White
Pete Whitehurst

F. Railroad and Industry Day—Tuesday, June 18

Stuart T. Saunders, Chairman
E. Collins Brown
W. E. Dungan
Davis H. Elliot

Roy Herrenkohl
R. E. Hodges
John Norman
John Parrott

C. E. Pond
W. E. Stansbury
Paul Thomson

G. Pioneer and Homecoming Day—Wednesday, June 19

Jack Goodykoontz, Chairman
Mrs. Fanny Boon
George Davis

Mrs. J. R. Keyser
R. R. Horner
Blair J. Fishburn
B. F. Moomaw

Mrs. Corbin Glass
Mrs. Robert W. Woody
Mrs. J. E. Stockman

H. Young America Day—Thursday, June 20

John Howard, Chairman
Mrs. Fanny Boon

William Botts
Con Davis
John Kelley

Hoge McIlhany
Rex Mitchell

I. Good Neighbor and Agriculture Day—Friday, June 21

Kossen Gregory, Chairman
E. S. Allen

James Tyree
Aubrey Slayton
Fred A. Gross

J. E. Peters
J. B. Flora

J. American Heritage Day—Saturday, June 22

William B. Hopkins, Chairman

Charles Nerren

Roy Kinsey

Due to various circumstances, some names were not available as this went to press, therefore some committee lists are not complete.

ADDITIONAL CAST MEMBERS

(Continued from Page 15)

Jerome Tankersley

James O'Connor
Glen Stanbal

James Peters

HORSEMEN AND VEHICLE DRIVERS

Tom Crowder
Stanley Lionberger
L. W. Carter
J. C. Self
Mr. Meadow
W. D. Howell
W. J. Holdron

R. T. Moorman
Earnest Waldron
Emmett Waldron
Ellen Holdron
Marie Moorman
Miss Quessenbury
Clarence Abbott

Lewis Chandler
Fred Gross
M. Petty
B. J. Reynolds
J. L. Franklin
Mr. Orange

(Continued on Page 154)

SCOUTS

Bill Craft, in Charge

Benny Atkinson, Troop 39
Bobby Butcher, Pack 39
Evan Butcher, Pack 39
Donald Blankenship, Pack 39
Gary Conner, Pack 39
Gordon Conner, Troop 39
Richard Collins, Troop 39
Ronnie Dickinson, Troop 39
Charles Dickinson, Pack 39
Donald Duncan, Pack 39
David Sink, Pack 39

Butch Franklin, Troop 38
David Fry, Troop 38
Dannie Jones, Pack 39
Donnie Jones, Pack 39
Robert Jones, Troop 39
Danny Holley, Pack 39
J. W. Light, Pack 39
Billy Mauk, Troop 39
Jimmie Mauk, Post 39
Richard Duncan
Bobby Taylor, Pack 39

LEADERS

Mrs. Ruby Taylor, Pack 39

Mrs. Ellamae Dickinson, Pack 39

Mrs. Mildred Light, Pack 39

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DIAMOND JUBILEE
SOUVENIR
DINNER PLATE

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TO VISIT ROANOKE DURING THE
DIAMOND JUBILEE CELEBRATION

YOU'LL NEVER FORGET IT!

- ★ THE STORES, STREETS, BUILDINGS WILL BE BEDECKED AS NEVER BEFORE IN ROANOKE'S HISTORY
- ★ STORE PERSONNEL ALL DRESSED IN 19TH CENTURY COSTUMES
- ★ GERMAN BAND AND STRING BANDS WILL ROAM THE STREETS
- ★ GALA PARADES — THE MOST SPECTACULAR YET!
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- ★ TV AND RADIO BROADCASTS FROM STREETS AND STORES

MORE GAIETY THAN IN THE GAY NINETIES!

THE WELCOME MAT IS OUT . . .

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**The Roanoke Merchants Promotion
Committee**



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The POWER behind the CITY...

You can stand on Mill Mountain and see Roanoke as it is today . . . the tens of thousands of business and residential buildings . . . the webwork of streets and roads continually growing outward in all directions . . . the movement of people and the flow of traffic, commerce and industry whose hum rises from the scene.

You can look at the statistician's portrait of Roanoke, a canvas painted with a brush dipped in facts and figures, and see the steady growth of Roanoke's population, income, sales, bank deposits, worth of manufactured products and all those related data which make up the city's shining economic countenance.

But real as these things are, actually they're only the visible evidences of something less visible which made them possible — *a compelling spirit of progress among the people.*

This human will to work, grow and benefit together is the real power *behind the city.* It characterized the people of Big Lick when the Norfolk and Western's predecessor line first built its tracks into the tiny hamlet seventy-five

years ago. It's a contagious spirit of progress that has infected each succeeding generation, and almost magically transformed today's bright, modern Roanoke from the quiet open fields and wooded lands where less than 1000 people lived in 1882. It has built a bigger and better city — economically and culturally, including educational facilities, hospitals, libraries and recreational areas. It invites and cooperates with industry . . . organizes and supports well its charities . . . and provides clean, decent government of, by and for its people.

The coming of the railroad to Big Lick seventy-five years ago was the beginning of present-day Roanoke. In many ways, today is "just the beginning" of Roanoke, too, because still bigger and better things are on the horizon. As Roanoke's people move forward together, this railroad will continue to serve in tangible ways and to contribute genuinely to the spirit of progress which is the true *power behind the city.*

Norfolk and Western Railway