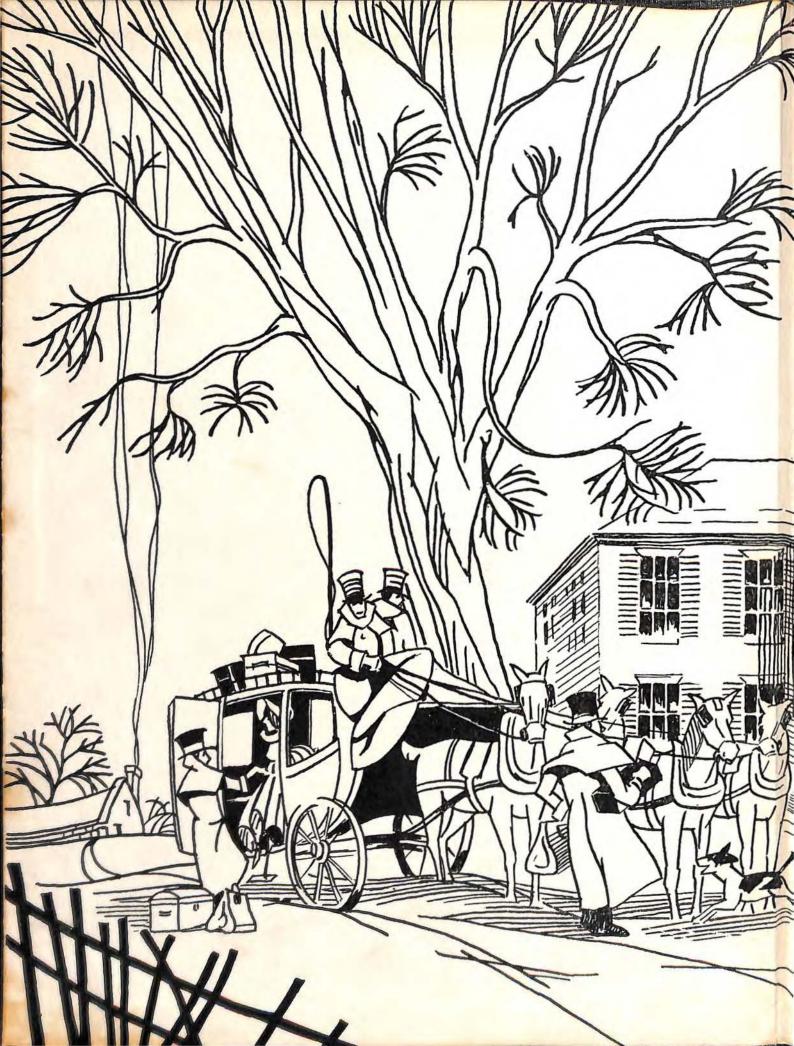
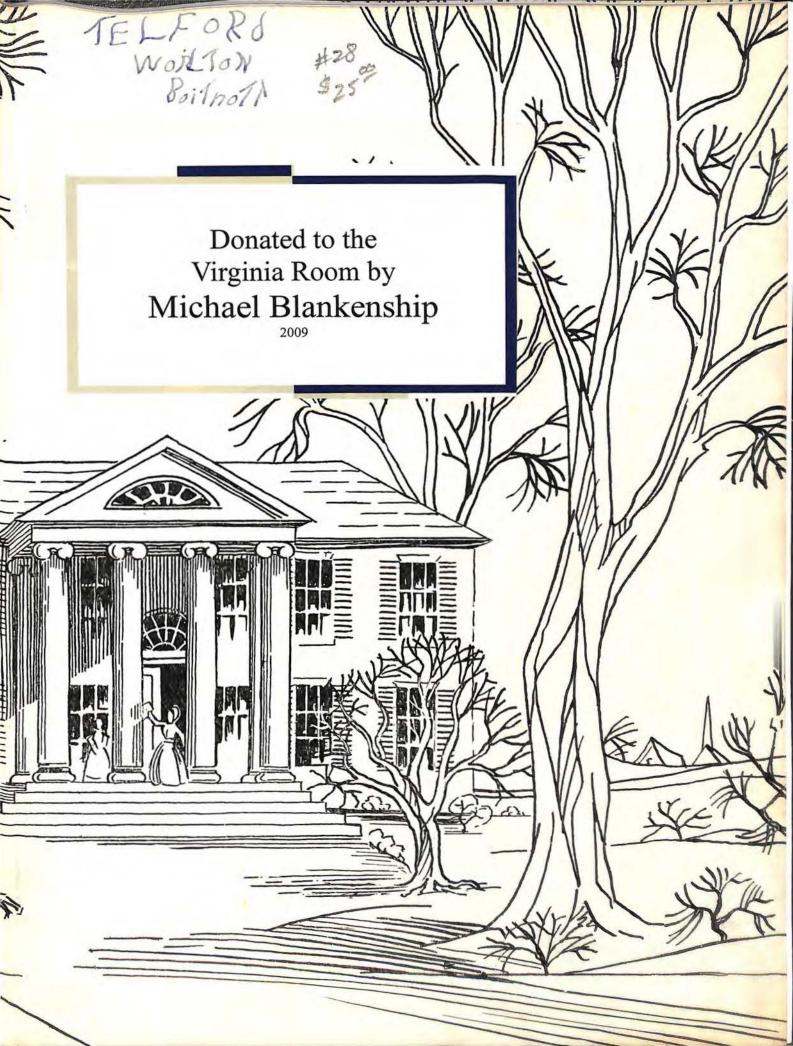
THE COLONEL 3





ROANOKE PUBLIC LIBRARY VIRGINIA ROOM REFERENCE NOT TO BE TAKEN FROM THIS ROOM

Ex Libris

Flord Willon Britisht

A. J. R. R. J. D. 2 Box 90

Golonial Social Life

MEMBER OF SOUTHERN INTERSCHOLASTIC PRESS ASSOCIATION



THE 1940 COLONEL



Does This Mean Anything to You?

DOES IT MEAN ANYTHING TO YOU TO KNOW THAT:

In its life history, William Fleming High School has had the most rapid increase in enrollment of any high school in the county?

The percentage of our graduates who attend college compares favorably with that of other high schools in the state?

The percentage of our graduates who attend college and make good compares favorably with other schools in the state?

Our school has always placed successful teams in all athletic contests?

Our annual publication has always rated first place, in its class, in the Southern Interscholastic Press Conference?

William Fleming High School always participates in literary events very successfully? Our school earns, each year, first place in the hearts of its pupils? W2

V Ref 373, 75597 WG7



The 1940 Golonel

PUBLISHED BY THE SENIOR CLASS OF

WILLIAM FLEMING HIGH SCHOOL ROANOKE, VIRGINIA Return to this book often. Study the faces, the scenes from your school life, and from the classes of 1939-40. Study the theme of our book. From this study, may you be thankful that you have lived in this age, graduated from William Fleming High School and possess a copy of the 1940 issue of THE COLONEL.



Contents

Administration

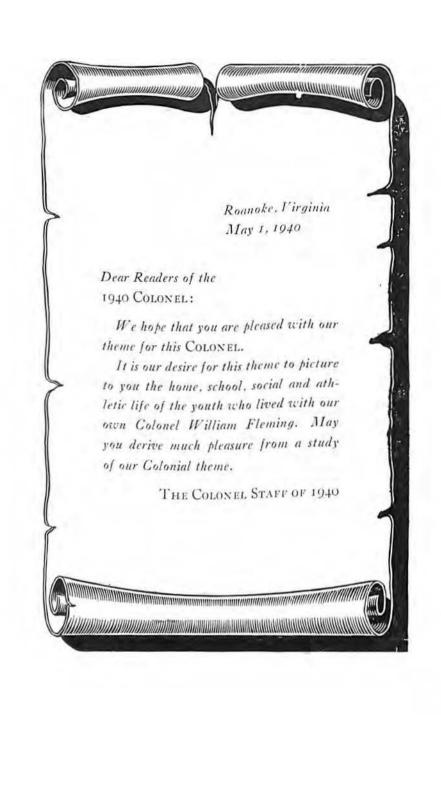
Classes

Activities

Features

Athletics







Administration

	*		



Dedication

We, the Senior Class of 1940, dedicate this issue of The Colonel to our

FOREFATHERS

Whose establishment of democracy made our country great;

Whose unerring loyalty made visions a reality;

Whose willingness to serve was unlimited;

Whose bravery made possible their greatness;

Whose grim determination saw them through all hardships;

Whose readiness to act in any situation was a steadying influence, and

Whose spirit shall be everlasting in the hearts of the American people.



Faculty

R. DOUGLAS NININGER

Principal

Mr. Nininger is a person whom we know to be sincere, true, gentlemanly, understanding, sympathetic, morally the best, loved by all, and yet firm enough to command the respect and love of every pupil of William Fleming High School.

R. Douglas Nininger Principal

Mrs. Miriam Flora
W. Ray Saunders
Mrs. Evelyn G. Giles
Miss Elizabeth Badger
Richard E. Wood
Mrs. Naomi M. West
James W. Long





Faculty

MRS. ELIZABETH POWELL

Senior Class Sponsor

"A Friend in need is a Friend indeed." What more could one expect of a worker, a teacher, a class sponsor and a really true friend? Mrs. Powell enjoys the love and respect of every William Fleming High School student.



R. Douglas Nininger

JOHN T. HUNDLEY

C. L. Adams

MISS ANNE SPIGGLE

Mrs. Elizabeth L. Powell

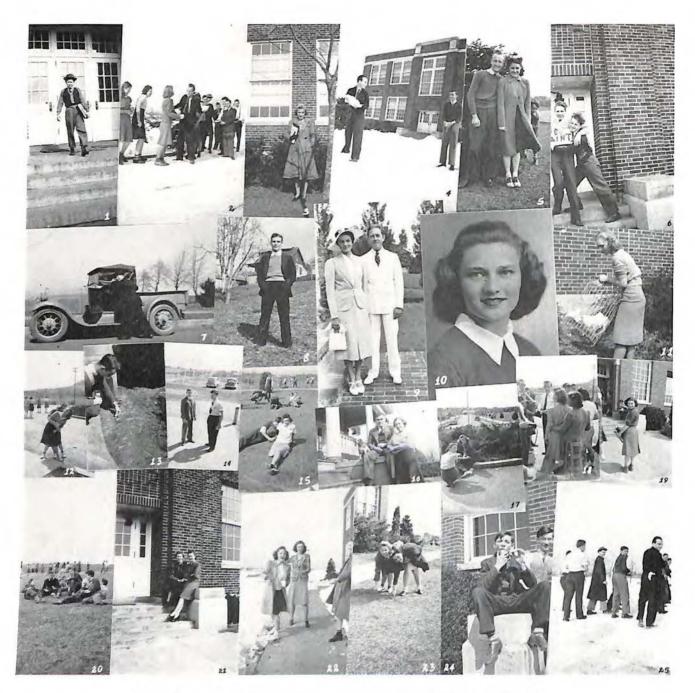
MISS MARGARET JAMES

Mrs. Virginia C. Mason

MISS LOUISE RIDGWAY

FRED SMITH

MISS BETH REMLEY



THE RAMBLING PHOTOGRAPHER

- 1. Goodbye.
- 2. A Cold Geometry Lesson.
- 3. Going Somewhere?
- 4. What a Snowball,
- 5. Watch Your Step.
- 6. Boys Will Be Boys.
- 7. Roll the Easter Egg.
- 8. Coach.

- 9. Mr. and Mrs. West.
- 10. Miss Badger.
- 11. Not Here.
- 12. Wrestlers.
- 13. Lost! One Popsicle.
- 14. Pals.
- 15. Lazy.
- 16. Mr. and Mrs. Giles.
- 17. Lunch Hour.

- 18. The Day is Done.
- 19. Such a Turn.
- 20. Noonday Sun.
- 21. Mrs. Ward and Jane.
- 22. Some Snow.
- 23. Setting-Up Exercises.
- 24. Says You.
- 25. A Stroll in the Snow.

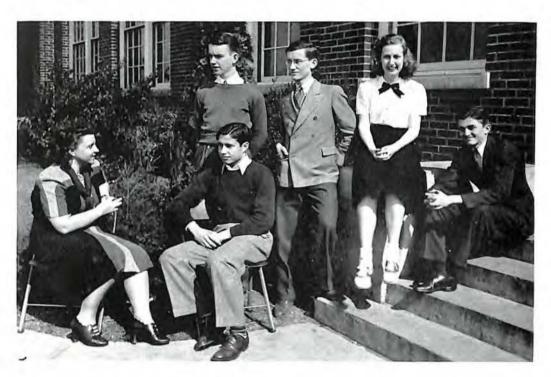


Classes





WILLIAM FLEMING



Class Officers

President	DUVALL DUDLEY
Vice President	John Saul, Jr.
Secretary	NELLIE BRADLEY
Treasurer	
Sponsor	

We have entered to learn, and now we go forth to serve or to acquire a greater learning. As a class, we have worked as one and from this unity we have derived our success. It has been generally conceded by the faculty that "this year's graduating class is the best that William Fleming has graduated." This has not only been proved by our character and ability but also by the excellence of scholarship. The Seniors of 1940 have had a higher scholastic record than any class in the past. Our annual is the largest, and we think the best that has come from any class in the history of the school. Although this year's class is the largest to date, in all of our undertakings there has been almost perfect cooperation, for which we are grateful.

We look forward to commencement, yet we look backward over four years of sorrows and joys, realizing that those have been the most enjoyable days of our lives.



DOROTHY ELISE ANDERSON

BEULAH RAE ATKINS

ELSIE BALDWIN
FRANCES LEE BIBLE

NELLIE LEE BRADLEY
HARRY WILLIAM BRATTON

WILLIAM THOMAS BRYAN
SHIRLEY MAE BROWN

ELBERT LEE CASSELL
RACHEL MARIE CASSELL

Otis Bell Crouch
Virginia Leigh Crouch

WILEY LAVELL DECK

LOUIS CLELAND DEWITT

BARBARA LANE DICKENSON

LOIS MILDRED DUDLEY





THOMAS DUVALL DUDLEY
HERBERT CARSON DOSS

ROBERT LEE DOSS, JR.

ERNESTINE EATON

Mary Engressia

Evelyn Louise Faw

HENRY ROBERT FORKNER

EUGENE VINSON FRANKIE

-∦ 18 }>

EVA AGNES GRAHAM
ALVIN GRIESMEYER

CHRISTINE LEE HALL

FRANCES PAULINE HALL

Pauline Agatha Harris
Hilda Elizabeth Hedrick

HELOISE JANE HILL

LOU ALICE HILL





MARGIE MARIE HIMES FLORENCE MARIE HUFFMAN

WILLIAM COLLINS HUMPHREYS EDNA KATHLEEN HYLTON

MILDRED NORMAN HYLTON MARY WANDA JACOBS

LILLIAN MAY KEY DAVID HOLCOMB MARSHALL

≪[20]>

Paul Eldridge Mason

DONNIE MEADOR

MARJORIE IRWIN MOOMAW
HAZEL OBENCHAIN

JUANITA MAY PAYNE
WILLIAM LINWOOD PORTER

Lois Elizabeth Porter

Evelyn Jeanette Petty



≪[21]>



Elizabeth Pearl Phelps

Luceile Daire Phlegar

Edward Thomas Quinn

John Abraham Saul, Jr.

Myra Irene Sanderson

Josephine Burton Sayers

HARRY BATY SCOTT

EVA MARIE SEAY

-# 22 }⊳

JACK OWEN SEAY

GARLAND EUGENE SHEETS

HAZELTINE SHEPHERD

CLARA VIRGINIA SMITH

ELIZABETH REBECCA SNIDER

ERNESTINE FRANCES
SPANGLER

EDWARD HENRY STEWART
WILLIAM LEWIS STULTZ





JAMES HARDING SWAIN

MARGARET ESTELLE SWANN

BEN WINIFRED TAYLOR

FLORENCE MARIE THOMAS

Roy Marion Thomas

Ella Mae Thomas

BERNICE TOREY

JASPER DUANE TURNER

≪ 24 }>



ZIMMERMAN



HALL OF FAME FOR 1940

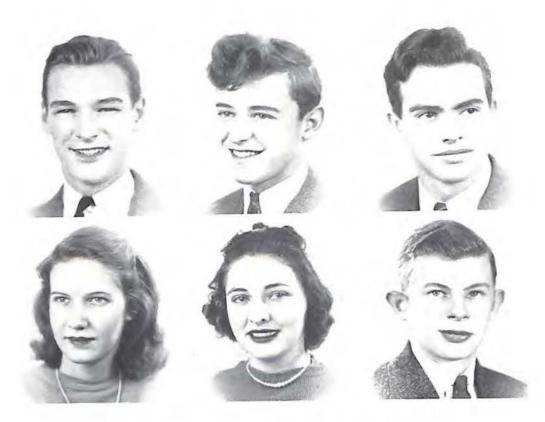
- 1. Biggest Bluff.
- 2. Laziest.
- 3. Most Dependable.
- 4. Grouchiest.
- 5. Most Athletic.
- 6. Most Likable.

- 7. Most Prim.
- 8. Most Popular.
- 9. Most Dignified.
- 10. Most Ambitious.
- 11. Most Original.
- 12. Most in Love.
- 13. Most Conceited.

- 14. Most Talented.
- 15. Most Studious.
- 16. Most Independent.
- 17. Most Carefree.
- 18. Most Dependent.
- 19. No Brains, but-

Parallels for 1940

Cheer Leaders' Theme Song Ice Cream
The Hurricane
Seventy-OneNelly Flunked
Don't Kid the TeacherOphelia Pulse
The Cafeteria Call E. Normous Appetite
Raising Cain I. Fumble D. Ball
Wood Burning I. Hadda Thought
Skipping Class
Playing Hookey
Fleming Wins a Ball GameAnne Accident
Good PhotographyU. Brokit
Empty Pockets
Idiots' Delight
Algebra Class
Poor ExcuseI. Wrotit
Scatterbrain
Health is Mine Earl E. Tobed
A Foot-Long Hot Dog D. Longa D. Better
Unable to Sit Down
The Eternal Triangle
Gangsters' Haven
The Morning After
Money Talks
Boy Meets Girl
Poor Man's Theme Song
The Fake
Man About Town
The Intermission
How to Win Friends and Influence Teachers A. Lotta Bologna
What's the Answer
Thirsty People
Ups and Downs
A Stuffed Date
A Pilot's Last Hope
The Woeful Night
The Fatal BreathX. Hale
Sold a Car for a Dollar
Explain That F
Junkman's Delight
The Great MagicianIma Fake
The Loudspeaker
A Lonesome Night
Gaining Weight
Popping the Question
The Colonel
The Cafeteria Soup
The Upper Crust
I'll Stick to You
Class Recitation
School Teacher's DreamAnne M. Becile
the second secon





The Junior Class

The Junior Class met in September and elected the following officers:

Annual Staff Members

NANCY PARSONS MILDRED LUTHIAN ROBERT HAHN SHIRLEY BROWN

Plans for the Junior Class play were very shortly begun. "Tempest and Sunshine" was chosen for the class play and was presented before a large audience on December 15. Proceeds from this play were found insufficient to finance the Junior-Senior Banquet, and the class decided to sponsor a Leap Year Dance on March 29, which proved to be highly successful. The climax to a very happy and profitable year came on May 10, with the long-hoped-for Junior-Senior Banquet. This proves the highlight of every Junior's life. With happy thoughts of their Senior year before them, the Junior Class bids a fond farewell to childish things and prepares to take up its new cloak of dignity.

MARVIN ALTIZER
BILLY ANDREWS
WILLIE BAKER

PHYLLIS BEAHM BILLY BEHELER DONALD BOLT

CLARENCE BOYER

MARY DEAN BRUGH

CARLTON BRYANT

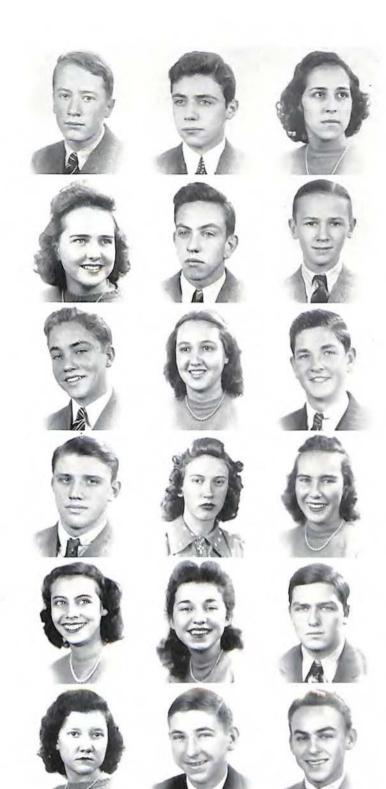
EDWIN BURNETT
CLAUDINE BUSH
ELOISE CALDWELL

BETTY JEAN CALDWELL
DOROTHY CAMPBELL
WILLORD CASSEL

MARY COMER

LEWIS CUNNINGHAM

ROY CUNNINGHAM





LOUISE DAMEWOOD
ELTON DAVIDSON
MAXIE DAVIDSON

BETTY DILLION
RUTH DIVERS
VIRGINIA ANN DIVERS

FRANCES DULANY
BONNIE HETHERINGTON
SYBIL HILL

HELEN HOSTETTER

DOROTHY HUFFMAN

EVELYN HUNTER

DOROTHY HYLTON
MARION JONES
WILLIAM LAW

GERTRUDE LAW
MARY LAYNE
LORRAINE LEMON

LOUISE MARTIN
CARLENE MCVEY
ERMA JEWELL MEADOR

GEORGE MOORE
MARY MOTLEY
BILLY MUNSEY

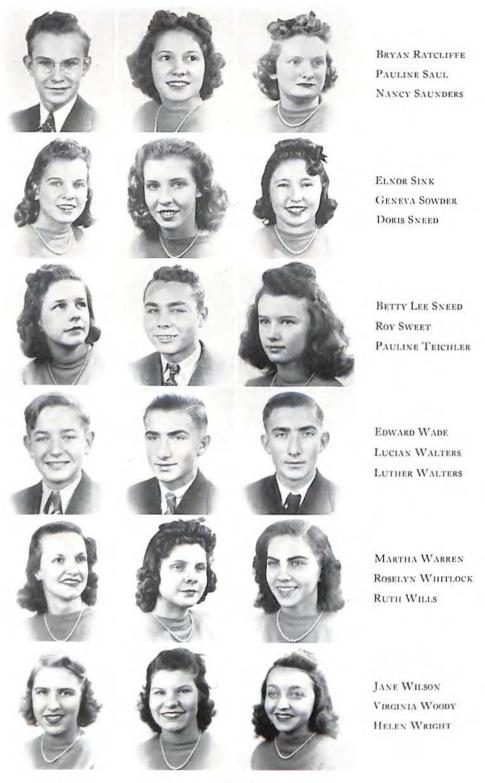
KYLE MUNSEY
GERALDINE NORVELLE
WILLIAM OBENCHAIN

VIRGINIA ORNDOFF DOROTHY PARKER EUNICE PARKER

ELMO PAYNE
FRANCES PUGH
WILFORD PERDUE

JULIAN PRICE
RUTH RAGLAND
VIRGINIA RATCLIFFE





﴿ 32 }>



Sophomores

VIRGINIA ABSHIRE MARVIN ALTIZER BETTY TOM ANDREWS BOBBY ASHWORTH MANUELL ATKINSON ARLENE AUSTIN JIMMY BARBOUR JEANNE BEARD GARY BELCHER JENNINGS BOOKER JUANITA BRADLEY CATHERINE BRANSCOME CATHERINE BRAZEAL CLAUDINE BRILLHART RAMON BROWN BUDDY BRYAN EARL BRYANT MAGALENE BURRITT BILLY BURROUGHS MARGARET BYRD PAUL CALDWELL TYLER CAMPBELL FRANK CARR OTEY CASSELL.

KENNETH CAWLEY JOE CLYBURNE LOUISE COFFEY ELSIE CRAIG DORIS CROWDER LINWOOD CROWDER Annie Cunningham CATHERINE CUNNINGHAM HELEN DAVIS Annette DeHart ERNEST DENT INEZ DILLON IDA EDDY RICHARD ELLER JOE ENGRESSIA HENRY ETTER LEROY ETTER WENDELL FLORA JUNIOR FLOWERS WAYNARD FLOWERS HENRY FRANKIE ELIZABETH FULLER JOHN GARST INEZ GOWEN

EUGENE HARRAH WALTER HARTMAN JAMES HENRY KENNETH HERMAN LORRAINE HOLLAND VIRGINIA HUFFMAN PHLEET HUTCHINS ELMER HYLTON VIRGINIA HYLTON RUTH JOHNSON GRATIN JONES Louis Jones THOMAS JONES ALICE KIDD ROBERT KINSEY CARL KORB BETTY LAYMAN GENE LYON GENEVA MARTIN MARGARET McDANIEL RUTH McGRADY EDITH MCVEIGH ALICE MURRAY ANNA MURRAY



Sophomores

ANDY MCGHEE RICHARD MCKINNEY CHARLES MITCHELL IAMES MOORE ROBERT MOORE THOMAS MOORE RAYMOND MULLEN HERNDON MYERS REBECCA MYERS FRANCES NICHOLS HUBERT OBENCHAIN REBECCA OYLER THOMAS OYLER BEATRICE PARKER GERALDINE PARKER HOWARD PERDUE MARY PERDUE RICHARD PHLEGAR GEORGE POINDENTER BETTY POLLEY

BETTY POPE BILLY POWERS RICHARD PRICE ALICE PRILLAMAN GENEVA PUGII BILLY REEDY BILLY REYNOLDS LORRAINE RHODES GERALD RILEY BILLY ROBERTSON CHARLES ROBERTSON INEZ ROOPE MINOR ROOPE HARRY RORER EDNA RUSSELL ALTRED SECRIST LEWIS SHAVER RUTH SHAVER MARY SHEFFIELD NINA SINK

FRANCES SPIGGLE MARY ELIZABETH STANLEY BETTY JEAN STEWART BORBY STULTZ MARIE TURNER RANDALL TURNER LEROY UPDIKE CHARLES VERNON LEWIS VERNON HAROLD WAID JEAN WATKINS MARY LOUISE WEBB SHIRLEY WELSH BETTY WIGGINGTON WILLIAM WILLIAMSON ELAINE WINGFIELD CLEO WOOD CATHERINE WRIGHT MARIE WRIGHT GEORGE ZIMMERMAN



Freshmen

Douglas Amos MARY VIRGINIA HUFFMAN WILLIAM ARCHER GLENN JONES CLYDE ASHWELL CECIL MADDOX GLORIA BISHOP GARRY MADDOX RALPH BROWN EDITH McVeigh JULIUS CALDWELL EMOGENE MEADOR BETTY COFER ARLENE PERIGAN R. M. Doss THERON PETERS LOMAX EPPERLEY JOE PHLEGAR ROY FERGUSON MARGARET PHILEGAR MARY FRANKIE ALEENE POWELL WILLIAM GATES DOROTHY ROBERTS JOHN GRAHAM LEWIS RUSSELL BILLY GREEN EARL STANLEY KATHRYN HAMBLIN BILLY STEWART

BYRON WHITE

CECIL WINGO

Вовву Ніскмах

EVERLEEN HOPKINS



Eighth Grade

CATHERINE ARCHER ROBERT ARNOLD FRED BALDER TAMES BARKER SHELBURNE BECKNER JOHN BELCHER HAROLD BENNINGTON ROY BIBLE, JR. TELFORD BOITNOTT LUCILLE BOONE ERNESTINE BOWLES DEWEY BRADLEY NORMAN BRILLHART MAXINE BRUGH GLADYS BRYANT DOROTHY BURNETT LORRAINE BYRD JERRY BYRD BURNETT CALDWELL RICHARD CALLISON GEORGE CLATTERBUCK SAYLOR COFFEY EDITH COMER GUY CROMER HARRY CRONISE BEATRICE CROUCH CURTIS CUMMINGS BILLY DECK EUNICE DOYLE

TIMOTHY DUDLEY BEATRICE EAKIN OPAL EAKIN CARL EPPERLEY RUTH EVANS HAZEL FERRIS GLADYS FLORA LAVELLE FLOWERS MARY JANE FOWLER RAY FRANTZ FRANCES FREEMAN SAMMY FULLER DOROTHY FULTZ JOAN GOODE WILLIAM HAHN LOUISE HAIRFIELD HAZEL HALL MARGUERITE HAMBLIN LORA HARSHBARGER DAVID HARTMAN GEORGIANA HOGAN JEAN HOLCOMB CLARENCE HOSTETTER GEORGE HOSTETTER BILLY HUBBARD GROVER HUFFMAN ROBERT INGRAM MARY LOUISE JANNEY DOROTHY JOHNSON

JIMMY JONES LOUISE KESSLER CHARLES LEGG BETTY JEANNE LEMON LUCILLE LUTTRELL LILLYE MAE LYLE EVELYN MACKEY MARVIN MITCHELL LAWRENCE OBENCHAIN LYNN OBENCHAIN LINWOOD OVERACRE MARY JANE OYLER RUBY PAYNE RUTH PERDUE ROBERT PERDUE LAWRENCE PETERS CURTIS POFF ANN PORTER CHARLES POWERS BUDDY PUGII ERNEST QUISENBERRY EDNA MAE RATCLIFFE BETTY JANE REYNOLDS CHRISTINE ROOPE HARRY ROBERTS JOHN ROBERTS DORIS SALMON Lois Saul. JIMMY SAUNDERS

AILEEN SECRIST FRANK SILCOX BOBBY SIMPSON ETHEL SIRRY ED SIZER MARJORIE SMITH JAMES SOWDER LAMES SPAINHOWER KENT SPRINKLE MARY JANE STULTZ BARBARA SURFACE CARL STANLEY RALPH STANLEY PERRY TAYLOR BUEFORD THOMPSON DUNN THOMPSON ROBERT TOLLEY WARREN TRENT LESTER TROUT THURMAN TURNER BETTY WEAVER R. W. WEBB DICK WELSH HARRY WHITESIDE JACKIE WIGGINTON EUGENE WILSON DORIS JEAN WOOD FRANK WRIGHT



To Those Who Have Made These Classes Possible

During the course of our high school life there have always been definite people and influences that shape our lives. To forget them would be impossible. To forget them would mean to lose them and to lose them would mean to lose ourselves. We know that if we are William Fleming High School it is because you, our faculty, have made it. Through your thoughts, your deeds and your personality you have framed our lives, which in turn must frame others.

When, in the course of events, others take our material places, you will still be here. It is an influence that is intangible but definite. It is a spirit that has turned hundreds of lives here in our own school. It is a spirit that progresses with progress. It is a spirit that is reflected in our alumnæ. If we are careless in our words or remembrance and appreciation, forgive us. But never think that we do not remember and appreciate. We cannot forget our high school faculty.



The Colonel Staff

"I never knew there could be so much work to be done before an annual could be gotten out." "Underclassmen don't know what it means to make an annual." "Do we have all the 'ad' copies here?" "How many more days do we have before the book goes to press?" Yes, these and many more are the remarks heard around the building from November until time for the annual to go to press. And is it really work? Well, just you try getting one out along with a full course of other work. The staff, with the full cooperation of the Senior Class, has done an excellent piece of work this year (we hope).

We do hope you like it better than any you've ever bought. We feel that we owe you a good book, after receiving such wonderful financial and moral support from you. We appreciate your criticism, both constructive and destructive, for it is through that only, that we are enabled to give you better books as the years pass.

Our staff is composed of the following:

Editor-in-Chief FRANCES BIBLE

Associate Editors

Lewis DeWitt Earnestine Eaton Irwin Moomaw Virginia Crouch Barbara Dickenson Harry Scott Lou Alice Hill. Nellie Bradley Edward Quinn Elbert Cassell.

Girls' Scrap Book (Sports) Jean Petty Dorothy Anderson

Boys' Scrap Book (Sports)
BILLY STULTZ
BILLY WINGFIELD

Business Managers

JASPER TURNER BETTY SNYDER

Advertising Editors

MARY ANN WILSON
MARY WANDA JACOBS
HENRY FORKNER
GARLAND SHEETS
JACK SEAY
JANE HILL.
JOSEPHINE SAYERS
LINWOOD PORTER
MILDRED HYLLON

Special Feature Shirley Brown Eva Seay Lois Porter Book Designers

DUVALL DUDLEY FRANCES BIBLE POLLY HARRIS MARGARET SWANN HARRY SCOTT EDWARD QUINN MARGIE HIMES ELBERT CASSELL

Typists
ALVIN GRIESMEYER
EARNESTINE EATON
IRWIN MOOMAW

Snapshots

MR. SAUNDERS EDWARD QUINN WILLIAM LAW BILLY WINGFIELD





		٠



Beta Club

President
Vice President
SecretaryFrances Bible
Treasurer
ReporterBETTY SNIDER
Chausar Mus Musau

PURPOSE: Promotion of scholastic excellence and the cultivation of the ideals of loyalty, courage, honesty and leadership among high school students.

ELIGIBILITY: Students from the Sophomore, Junior and Senior Classes, who have an average grade of B and are outstanding in character and leadership qualities.

ACTIVITIES: Initiated and installed thirty-five new members; held study groups in vocational guidance, and sent representatives to State Beta Club Convention.



Student Cooperative Association

President	
Vice President	FRANCES BIBLE
Secretary and Treasurer	Eloise Caldwell.
Historian	RICHARD ELLER
SponsorsMrs. Po	

Additional Members of the S. C. A. Council

JASPER TURNER
JOHN SAUL
GENEVA SOWDER
ERNESTINE EATON
HARDING SWAIM
NELL BRADLEY

SHIRLEY WELSH JOHN BELCHER HAZELTINE SHEPHERD JUANITA BRADLEY JUANITA PAYNE DORIS JEAN WOOD

CLARENCE BOYER

Purpose: Citizenship, Cooperation, Health, Recreation, and Self-Improvement.

ACTIVITIES: The Student Cooperative Association has had for its primary purpose the bringing together in a wholesome spirit every member of the student body. We sponsored a very successful Christmas party. At this party every club in school contributed to the program. The district meeting was held at our school last fall. Our organization took charge of the program and entertainment. The council also sponsored annual sales, ticket sales for the various plays and also the sale of magazines for the school. The organization also very successfully sponsored a sport dance. Last, but not least, the outgoing officers were successful in getting a luncheon in honor of the 1940-41 officers. This luncheon was planned and given by the Home Economics Classes.



The Art Club

OFFICERS

President	Bob Gleason
Vice President	
Secretary	CATHERINE BRAZEAL
Treasurer	
Sponsor	Mr. SAUNDERS

The Art Club has now completed the third year of its existence. After merging with the Poster Club, it has carried on extensive work in painting and designing posters for the various class plays, the meetings of the P. T. A. and other school activities. Having for its aims the appreciation of art, an understanding of its value for cultural and vocational purposes and a knowledge of its technical aspects, the Art Club members have engaged in many activities involving free-hand and ink drawing, water coloring and oil painting.

Already three oil paintings, six by four feet in size, have been painted and presented to the school. The subjects deal with famous Americans who have played important parts in American history. The Club hopes that these patriots will be an example to all pupils for all time to come in the ways of true Americanism and democracy.



Literary Club

PresidentELSIE	BALDWIN
Vice President	TURNER
Secretary-TreasurerELIZABETI	r Phelps
Shonsor. Mi	es Giles

The Literary Club has as its main objective the promotion of such activities at William Fleming as debating, public speaking, sight reading and declamation contests. Members who obtain five hundred points during the year are awarded literary monograms.

The Club is proud of the record made last spring in the District Literary Contest held at Gate City, Va., when four members won first place and the honor of entering the state contest at Charlottesville, Va.

The honors were awarded to Elsie Baldwin and Charles Beardsley, sight reading, and Ina Mae LaBrie and Jasper Turner, public speaking. Elsie Baldwin won first place in sight reading for Class B schools at Charlottesville.

Debating is being added to the activities this year and the Fleming Literary Club anticipates a most successful season.



Girl Reserve Club

President	VIRGINIA CROUCH
Fice President	JEANETTE PETTY
Secretary-Treasurer	JOSEPHINE SAYERS
Reporter	POLLY HARRIS
Program Chairman	GERTRUDE LAW
H'ays and Means	MARY WANDA JACOBS
Sponsors	AMES AND MRS. POWELL

The Girl Reserve Club, although smaller than ever, has had the most successful year in its history. A good slate of officers, with a good set of members, have worked most effectively this year.

The Club has enjoyed good programs this year, all of which have treated the subject of self-improvement. We have had several outside speakers and have enjoyed various forms of entertainment, among which were a weiner roast at Mrs. Powell's cabin, a Bingo Party at Garst Brothers Dairy and the Mother-Daughter Banquet.

Some of the things that we have sponsored are donating food and clothing to needy families, donating Christmas gifts to unfortunates and a fashion show for assembly.



Senior Masque Club

President	JOHN SAUL, JR.
Vice President	FRANCES BIBLE
Secretary	Lou Alice Hill
Treasurer	Virginia Crouch
Shansar	Mrs M GUY WEST

Purpose: To create a deeper interest in dramatic productions, to provide a means for self-expression under direction, to learn to appreciate good plays and good acting and to study the fundamentals of play production such as lighting, costuming and property management.

ACTIVITIES: The Club presents a three-act play and several one-act plays each year. This year their three-act play, "The Little Shepherd of Kingdom Come," and a one-act play, "Peace I Give Unto You," were given. We also entered a one-act play, "The Combing Jacket," in the contest at Charlottesville.



Junior Masque Club

President	SHIRLEY WELSH
Vice President	RICHARD ELLER
Secretary	MARIE WRIGHT
Treasurer	1NEZ ROOPE
Sponsor	.,Miss Ridgway

The Junior Masque Club meets bi-monthly and is composed of fifty members. Only freshman and sophomore students are taken into the Club.

The Club presented one play during the year 1939-1940. The title of the production was "About Candlelight Time." This play was given in the assembly for the student body on Washington's birthday and for the Parent-Teacher Association at the February meeting.



Monogram Club

PresidentBIL	LY ANDREWS
Vice PresidentBILLY	WINGFIELD
Secretary and TreasurerERNES	TINE EATON

The Monogram Club has greatly increased its enrollment this year. There are forty-three enrolled, which is more than any year before.

A banquet and dance were enjoyed by the football players and their dates, to close the very successful season.

A constitution was framed by members of the club which places certain restrictions on the awarding of letters. These rules are to be followed each year in all activities of the club.

The organization has sponsored the resurfacing of the athletic field, which will be complete for the football season next year. This activity has aroused much interest and enthusiasm, not only in the student body but the entire community as well.

The basket ball teams enjoyed a successful season, which was climaxed by a formal dance enjoyed by everyone.

As the climax of the Club's activities, we always have an annual gathering of all the club members. This year we enjoyed the outdoor life of one of our State Parks.



Home Economics Clubs I and II

CLUB I OFFICERS

President	MARIE WRIGHT
Vice President	BETTY JEAN STEWART
Secretary-Treasurer	BETTY WIGGINGTON
Program Chairman	JEAN WATKINS

CLUB II OFFICERS

President	MARY MOTLEY
Fice President	IRGINIA RATCLIFFE
Drittal y-1 trasuess	DATESTIATE SDANGEDD
Program Chairman	MARY COMER









The Camera Club

OFFICERS

President	BILLY WINGFIELD
Vice President	BILL LAW
Secretary	GENEVA SOWDER
Treasurer	Virginia Abshire
Sponsor	MR. W. R. SAUNDERS

The Camera Club is now a well-established organization in the school. Its membership is made up of those interested in photography as a hobby or for vocational reasons.

The Club has been active in taking pictures, particularly of the candid type, for the snapshot section of the annual.

During its various meetings many expert photographers and speakers have been present to talk on photographic subjects or to demonstrate equipment.

The Club has now fitted out a dark room in its entirety, with equipment sufficient to develop roll films and to print pictures. Members are not only permitted to witness demonstrations, but may also take actual part in the work in order to learn through practice.

Already several of Fleming's graduates are engaged in photography as a life's work.



The French Clubs

SENIOR FRENCH CLUB OFFICERS

President	MARY ANN WILSON
Fice President	HENRY FORKNER
Secretary-Treasurer	PAULINE SAUL
Reporter	BARBARA DICKENSON

JUNIOR FRENCH CLUB OFFICERS

PresidentROBERT H	AHN
Tice PresidentWILLIAM	LAW
Secretary-Treasurer	VDER

PURPOSE: The Junior and Senior French Clubs are organized to promote further interest in French and France than that gained in class work. They want to know more about a neighbor democracy.

ACTIVITIES: Its activities are concerned principally with songs, puzzles, contests in French and discussion of French life, manners and customs.



The Latin Clubs

SENIOR LATIN CLUB OFFICERS

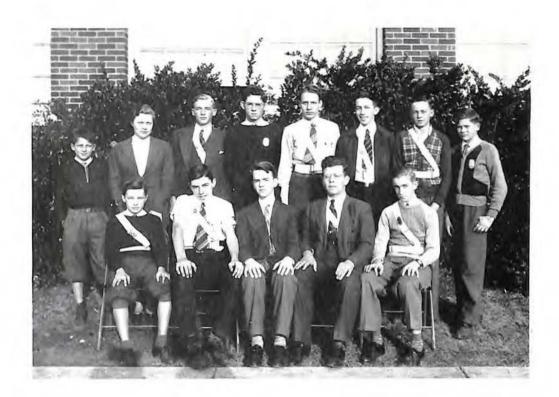
President	ELIZABETH PHELPS
Vice President	GERTRUDE LAW
Secretary-Treasurer	VIRGINIA ORNDOFF

JUNIOR LATIN CLUB OFFICERS

President	. David Fitzhugh
Vice President	CARLOS MYERS
Secretary-Treasurer	EVELVN FAM

Purpose: "In Latin, learn what the Roman did," and apply this newly-gained knowledge and interest to modern life. This is what the members of the two Latin Clubs hope to do. The Junior and Senior Latin Clubs are organized separately because of different times available for meeting and because of different interests.

ACTIVITIES: The Clubs' activities are aimed at having the student understand the value of the Roman legacy in his own life.



Hall Patrol

Captain		*	 		٠.	0.00				*							.1	31	1.1	Y	Si	rui	TZ	,
Lieutenant.																								
Licutenant		 												÷	. I	i	G	E	NI	F	R.	IXI	KII	è

MEMBERS

WARREN ASHWORTH
JENNINGS BOOKER
BUDDY BRYAN
HENRY FORKNER
EUGENE FRANKIE
LEWIS RUSSELL

HARRY SCOTT JACK SEAY BILLY STULTZ BOBBY STULTZ HAROLD WAID LINWOOD PORTER

The function of the Hall Patrol at William Fleming High School is to direct and control the members of the student body, before and after school and during changing of classes.

The Patrol consists of twelve boys, taken from the Sophomore, Junior and Senior Classes. This has been functioning as an activity of the school until the last semester, when it became affiliated with the Patrol of the A. A. A.

More interest and enthusiasm has been shown by the patrol since one of the officials, Mr. Saunders, who is connected with the American Automobile Association, talked to them. We have a Captain and two Lieutenants, who are selected from the Senior Class, and these officers remain on duty for a school term.

The Patrol meets twice a month on Wednesday after school with the faculty sponsor, Miss James.



High School Band

The State of Virginia found that music should be taught in high schools. So, in 1937, William Fleming High School organized a band.

A year later we had about eighteen members in the band. That year we presented one concert and played for a few of our football and basket ball games. Although our music was good we could not get as far as we liked, because we did not have uniforms. Immediately we started doing something about it, the school put on a magazine campaign from which we received several hundred dollars.

And this year we started off in beautiful colors. We received thirty-five uniforms and our band has been very outstanding during the year. Our first appearance was at our football games. We played at home games and also the games out of town.

Our first parading was the day of our Home-Coming when we paraded through town, making such a good appearance that we received an invitation to take part in the City's Halloween Party at Maher Field and also to participate in the Armistice Day Parade.

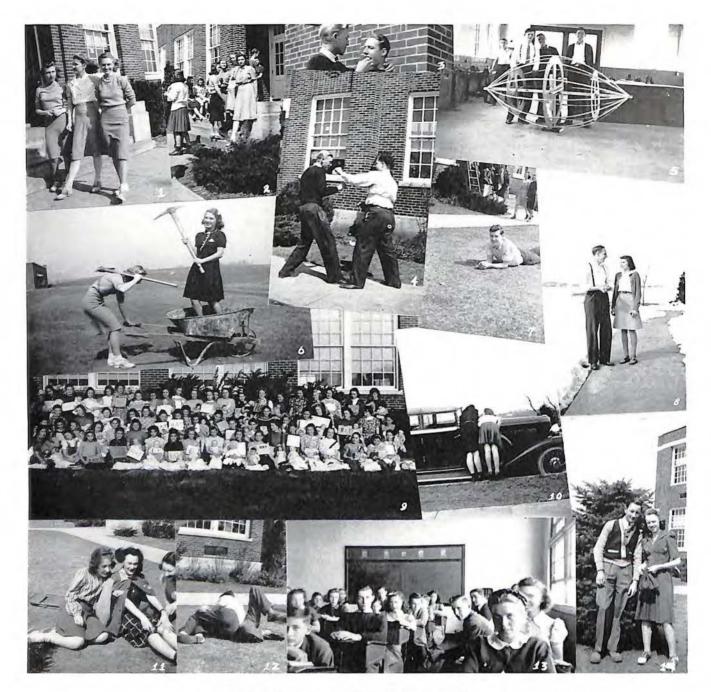
After the football season the band settled down to some stiff practice to enter the Music Festival at Radford, Va.

Next year the band is hoping to have about fifty members and be a very outstanding band of Virginia.



Junior Band

In the above group are members of the Junior Band of William Fleming High School. They have been progressing very nicely this year and are hoping to take the place of the graduates from the Senior Band. These members will be included in the fifty-piece band next year. They have been working very hard on scales and marches so they will be prepared to take up with the other band at the beginning of the year. Although they did not make a public appearance alone, they did take part in the program given by the Senior Band. To top the year of hard work off, they, with other junior bands of Roanoke County, entered into a music festival at Radford, Va.



HERE AND THERE

- 1. Parading.
- 2. Feeding Time.
- 3. Amateur Dentist. 4. Toney and—
- 5. Our Biggest Football.
- 6. Farmerettes.
- 7. Lonesome.
- 8. He Doesn't Suffer from the Cold.
- 9. Ah, Rats!

- 10. Looking for Something?
- 11. Spring Fever.
- 12. Guess Who!
- 13. Attention, Please.
- 14. Me and My Shadow.

Features





WILLIAM FLEMING



The Colonel

PUBLISHED BI-MONTHLY

Member of the Southern Interscholastic Press Association

EDITORIAL STAFF

ELSIE BALDWIN ELIZABETH PHELPS NANCY PARSONS NELL BRADLEY BILL WINGFIELD

Ed Stewart Jasper Turner

Miss Ridgway advises this staff.

MECHANICAL STAFF

ERNESTINE EATON DOROTHY ANDERSON IRWIN MOOMAW SHIRLEY BROWN O. B. CROUCH VIRGINIA WOODY

BETTY TOM ANDREWS BILLY GREEN JOE CLYBURNE

Miss James advises this staff.

The newspaper is well supported by the student body and keeps its subscribers well informed on the latest news, fashions, and gossip. *The Colonel* was awarded an achievement award at the Southern Interscholastic Press Convention last November.

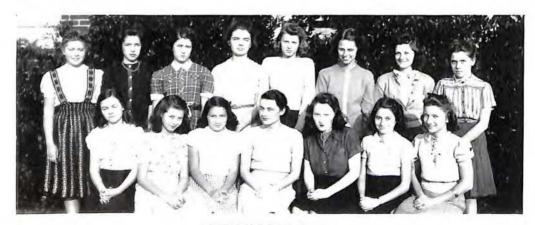
WILLIAM FLEMING





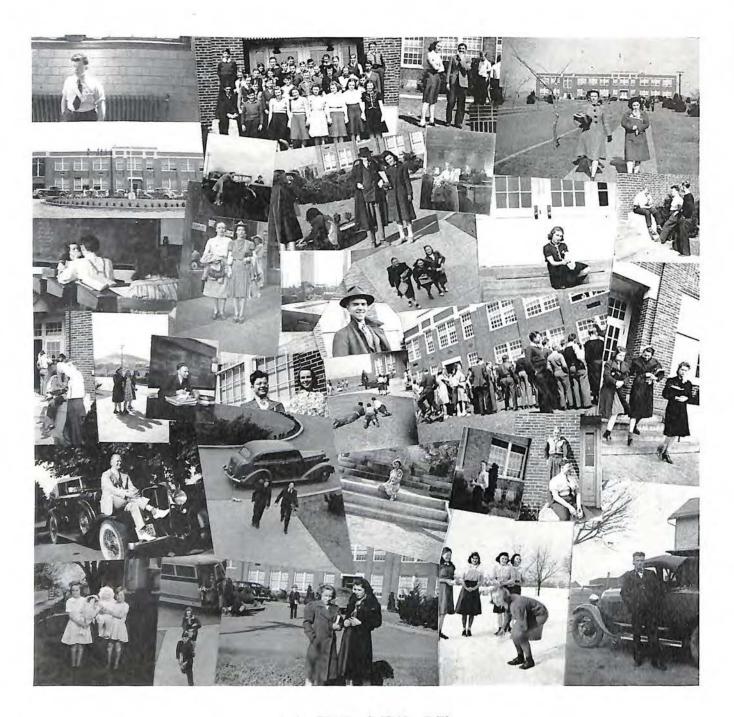
A Typical Scene of the Office

It is here that all telephone calls are made. It is here also that we make the many, many demands on Mr. Nininger's time. The picture is conspicuous by its lack of a waiting line for the phone, the filing cabinet, Mr. Nininger, or what have you. You, perhaps, see the busiest room of the high school in this picture.



THE LIBRARY CLUB

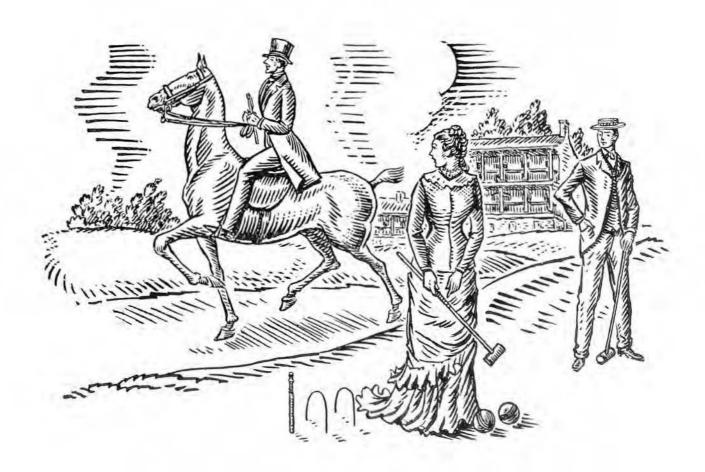
M	4 1			1
19	196	Δ	N	2
MON.	TUE.	WED.	YTHU.	FRI.
	OCT.14 HOMECOMING GAME AND PARADE	WON RADIO FOR MAGAZINE	NOV. 10 GIRL RESERVE DANCE	NOV.18 FOOTBALL BANQUET
DEC.15	DEC. 21	JAN.17	FEB.22	MAR.1
TEMPEST AND SUNSHINE	S.C.A. PARTY	EXAMS	SENIOR PARTY	SALLY COMES TO TOWN"
MAR. 2 BOYS GO TO SEMI-FINALS IN BASKETBALL TOURNAMENT	MAR.8 GRADUATING BASKETBALL BOYS BEAT BY 1940 TEAM	MAR.22 GIRL RESERVE BINGO PARTY	MARCH28 BASKETBALL BANQUET	JUNIOR
APRIL 5 "THE LITTLE SHEPHERD OF KINGDOM COME"	APRIL 12 MASQUE CLUB DISTRICT PLAY IN BRISTOL	A PRIL 26 MOTHER DAUGHTER BANQUET	APRIL 27 S.C.A. DANCE	MAY15 SENIOR DAY
MAY 10 JUNIOR SENIOR BANQUET	MAY 1 ANNUALS ARE ON SALE	MAY 24 SENIOR PLAY	MAY 31 GRADUATION	JUNE 5 NEW YORK TRIP



AS WE SEE IT

Here's a typical Fleming High School. These are scenes that may be seen most any day you visit the building.

Athletics





Coaches

Miss Elizabeth Badger, the girls' basket ball coach, has rounded out her first year at William Fleming High School. Although this is her first year with us, she has shown herself to be just as good a teacher as coach. She is a graduate of Farmville State Teachers College, where she specialized in physical education. She took a very active part in athletics while in college, gaining special recognition on the tennis team and hockey team. She did her practice teaching in Farmville High School, where she taught physical education. We feel that the girls have had a good year, considering the fact that we lost some of the good players on last year's graduation. We look forward to bigger and better things for another year.

Mr. Fred Smith, the boys' coach, has finished his second year with the boys. Mr. Smith is not only a most excellent coach but he also gets things done. When there was talk about "grassing" the athletic field, the job was done and, we feel, chiefly through his ingenuity. The boys have enjoyed a most successful season in all athletics. Mr. Smith is a Roanoke College graduate. He coached the freshman team at Roanoke College before coming to William Fleming. He made the teams at Roanoke College in basket ball, football and track. He was a very active participant in all phases of athletics and social life in college.



Varsity Football Team

SCHEDULE

Opponent	Played	IV e	They
Andrew Lewis	There	7	26
Blacksburg	There	27	O
Buena Vista	Here	O	7
Lexington	Here	O	7
Wytheville	There	13	6
William Byrd	There	O	12
Martinsville	Here	О	7
Radford	Here	26	O
		-	-
		73	65

Football

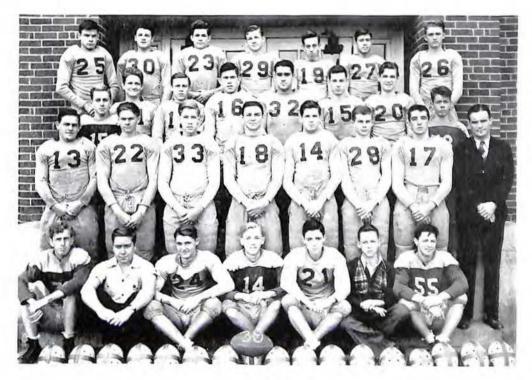
This year the Colonels did not have as successful a season as the year before, winning only three games and losing five. However, much new talent was found and a much better season is assured for 1940.

It is estimated that over 3,000 people saw the Colonels play at home this year, which was much better than any year before. For many boys it was their last year under the "Blue and Gold." Those who will graduate this year are as follows: Captain Ed McGrady, Otis Crouch, John Saul, Lawrence Layman, Byron Reese, Roy Thomas and Ed Stewart.

This was the first year on the varsity for Thomas and Stewart, but they made a fine showing.

These boys met and chose George Moore as captain and Billy Andrews as co-captain for the 1940 football team of William Fleming.

For the first time, junior varsity players were awarded letters. Upon the shoulders of these boys rest the work of the future teams of William Fleming.





What is a game or even an assembly program without our "umph" leaders? They spend much time in organizing and practicing songs and yells. Luck to you, boys and girls, and may we always have you with us.

Girls' Basket Ball Schedule

Date	Opponent 1	Played	Floming	Tisitor.
Dec. 11	St. AndrewsI	Here	. 26	11
Jan. 5	Eagle Rock	Γhere	. 6	28
Jan. 12	Martinsville	Γhere	. 21	18
Jan. 16	Christiansburg	There	. 16	37
Jan. 19	Fincastle			20
Jan. 23	Natalie Shop			22
Jan. 26	Vinton			11
Jan. 27	N. B. C			5.5
Jan. 30	Bent Mountain1	Here	. 16	29
Feb. 3	Vinton			13
Feb. 6	Fincastle	There	. 9	22
Feb. 9	Christiansburg			17
Feb. 12	Eagle Rock			25
Feb. 13	Bent Mountain			21
Feb. 15	Shawsville	There	. 14	24
Feb. 17	Radford			19
Feb. 20	Shawsville			27
Feb. 23	Martinsville	Here	. 11	11
Feb. 26	Radford	Γhere	. 18	6

Girls' Basket Ball

Our varsity team opened its 1940 season January 5th in a game played on the Eagle Rock court. The Eagle Rock team was victorious, due to the lack of experience of the home team. However, as the season passed the team showed much improvement in their basket ball technique.

On January 19th the Fleming team went down in history by downing the Fincastle lassies for the first time since the founding of the school.

The home team journeyed to Vinton to mark down another victory and were also victorious in the return game on our home court. Much enthusiasm was shown by the team as well as the spectators because William Byrd is a long-standing rival of Fleming.

As the season passed on, Fleming met with both defeats and victories. Although our season was not filled with all victories, we took the defeats with true sportsmanship.

This year we are losing some fine players who have been with us for several years and will be greatly missed by the team. Our three excellent guards, Jeanette Petty, Dorothy Anderson and Captain Ernestine Eaton have shown good teamwork in defending the goal and will be greatly missed when they graduate. Captain Eaton has done her part to bring the team to the top in both sportsmanship and in victory.





Girls' Junior Varsity Basket Ball

The Junior Varsity basket ball team had no scheduled games during the season this year; however, much enthusiasm was shown during the practices and practice games. From the pass work of the team we can easily see we have some good prospects for next year. Our captain, Judy Law, showed good teamwork along with the other forwards, Ida Eddy, Alice Prillaman, Mary Sheffield and others. Polly Saul, Marion Jones, Ruth Ragland and Dorothy Huffman showed successful defense work as guards.

Boys' Junior Varsity Basket Ball

Like the Junior Varsity football team, the Junior Varsity basket ball team did not play a complete schedule.

These boys were of an age that most of them could play in the "Y" Midget League and thus gain some valuable practice experience.

The boys won only one game and lost four, but they will not let that stand in their way for next year.

Letters were not awarded the Junior Varsity basket ball players this year but in the near future when they play a complete schedule they probably will be given letters.





Boys' Varsity Basket Ball

Opponent	H'c	They
Alumni	27	16
Blacksburg	19	10
Lexington	16	20
Martinsville	12	17
William Byrd	19	29
Christiansburg	24	22
Fincastle	36	19
Roanoke College Frosh	25	35
Andrew Lewis	29	28
Lexington	32	23
Shoemaker	16	45 [#]
Fincastle	51	4
Faculty	51	20
Christiansburg	26	38
Andrew Lewis	24	36
William Byrd	27	22
Radford	29	20
Blacksburg	16	20
Martinsville	25	24
Radford	38	18
Bristol	35	29
Graham	36	25
	562	534

^{*}Won by forfeit.

Basket Ball

This year another successful basket ball season was enjoyed by William Fleming, as the Colonels won 14 games and lost eight, the toughest season ever played.

Under the watchful eye of Coach Smith, several new boys developed into first-class material. Most of these boys will return next year.

Those who are expected to return next year are as follows: Robert Doss, George Moore, Billy Andrews, Billy Munsey, Manuel Atkinson and David Fitzhugh.

To start the season, Coach Smith had six lettermen, Captain Crouch, Robert Doss, Herbert Doss, Lawrence Layman, Bill Wingfield and John Saul. Layman and Wingfield, however, were lost at mid-term or soon afterwards because of graduation and work after school. Ed Stewart, a fine ball player, was also lost at the same time.

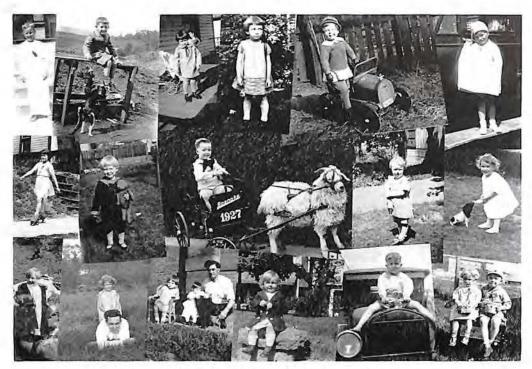
Robert Doss led the scoring this year with 175 points, with Crouch following with 123 points and Moore third with 85.

Because of their high percentage in district games won, the Colonels were invited to the District Tournament at Marion, Va.

Here they won their first game by defeating Bristol, 35 to 29, but lost the next game to Graham Hi, of Bluefield, 36 to 25.



THE COLONELS IN ACTION



"THE BEGINNINGS OF YOUR ANNUAL"

Senior Class Diary of 1940

DEAR DIARY:

Gee, but it sure is fun being a Senior. The year 1940 will remain one of the most important years in the history of our lives. Would you like to know about some of our many experiences, Diary? And after we relate to you some of these events, you will readily see why we consider 1940 so important.

November 3. Fleming delegates came back today from the S. I. P. A. Conference with flying colors, thanks to the 1939 COLONEL and the school newspaper. We're sure proud of them, Diary.

NOVEMBER 18. An elaborate banquet closed our football season for this year. Although the football season was not so successful, the banquet made up for all our disappointments. Any of our football players will verify this statement, Diary.

MARCH 29. The Junior Class sponsored a "shindig" at which there were no boy stags; can you imagine it! This was another night for the girls to try their luck on some unexpected male.

April. 12. The Masque Club seems to be taking a "high spot" on the calendar this month. Selected members were sent to Bristol, Va., to participate in the District Dramatic Contest. Here's hoping...!

April 13. Golly gee! But we sure did have a wonderful time at the Senior Latin Club Dance. Not only were the boys allowed to "break," but the girls were, too. Yes, we know it sounds "screwy" but that's the way we did it.

MAY 3. Well, the great day finally came. The Junior-Senior Banquet was given by the Juniors and, Diary, after attending it, we were even more thankful for our underclassmen. They certainly make good entertainers. Really, Juniors, it was simply swell.

MAY 10. More students will try their hand at bringing back honors for dear ole Fleming when the Literary Club sends them to the Literary Meet in Charlottesville. We certainly have smart students, don't you think, Diary?

MAY 15. I just know we Seniors will never forget this day, which is better known to us as "Senior Day." We did more enjoyable things this year than ever before. I haven't space enough to tell you about it here, but if you would like to hear about it, just ask one of us and we will take a day or two off and tell you about a few of the happy experiences, anyway.

Well. Diary, it's time to sign our names to another page in the History of Life. But first we want to send our best wishes all wrapped in "happy experiences and the best of luck" to the future Senior Classes of Fleming.

Good-night, Diary,

A SENIOR OF 1940.

Attention!

We want to express our thanks to those patrons who have so generously supported our Annual. As you read these advertisements, we know you will bear in mind that it is they who make an annual possible here each year. Fellow Colonels, we ask of you to support your sponsors at any time and to any extent it is possible.

FOR YOUR DAIRY PRODUCTS DIAL 2-3461



ROANOKE DAIRY AND ICE CREAM COMPANY

MOUNT SCENERY SERVICE STATION

GOOD GULF GAS AND OILS SANDWICHES AND DRINKS

WILLIAMSON ROAD
Phone 3-0093

WE SOLICIT YOUR PATRONAGE REID AND CUTSHALL

"The Department Store of Home Furnishings"

209-11 CAMPBELL AVENUE, WEST DIAL 8137

ATLANTIC GREYHOUND CORP.

Name Your Station— We Serve the Nation

PHONE 7345

KENNETT SCHOOL OF COMMERCE

ROANOKE, VIRGINIA

Complete Commercial and Secretarial Courses
DAY AND NIGHT CLASSES

Compliments of

EXCHANGE LUMBER COMPANY

QUALITY MILL WORK, LUMBER AND BUILDING MATERIAL

ROANOKE, VIRGINIA

BOOSTING THIS BOOK ARE -

DR. R. S. POWELL MRS. J. W. SANDERSON MR. J. W. SANDERSON MISS ETHEL L. CRAIG MR. C. S. WILLIAMS MR. T. A. CASEY

MR. H. E. STULTZ

ASK FOR AND INSIST ON



DAIRY PRODUCTS MILK - BUTTER - ICE CREAM

You Will Be Delighted with Our

Pasteurized Grade A Milk - Irradiated Vitamin D Milk
Golden Guernsey Milk
Buttermilk - Cottage Cheese - Butter

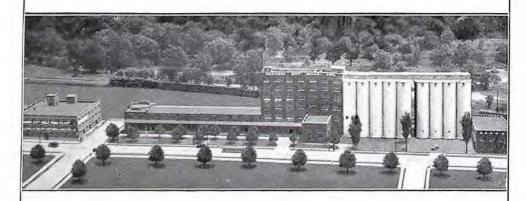
CLOVER BRAND ICE CREAM
Many Flavors and Combinations
"We Freeze to Please"

CLOVER CREAMERY CO., Inc.

DIAL 6261

Roanoke City Mills, Inc.

ROANOKE, VIRGINIA



South's Finest Flours

METROPOLITAN - LIGHT WHITE

VISIT THE VARSITY SHOP FOR COLLEGE SHOES

Second Floor

PROPST-CHILDRESS SHOE CO.

ROANOKE, VIRGINIA

DRAPER-MAYNARD SPORTS EQUIPMENT

"The Lucky Dog Kind"

ROANOKE HARDWARE COMPANY

DIAL 6246

109 W. CAMPBELL AVE.

THURMAN & CROWDER CO.

FURNITURE AND UPHOLSTERING

103 West Salem Avenue

DIAL 2-0148

ROANOKE, VA.

Trade with

BOB'S SHOE STORE

23 EAST CAMPBELL AVENUE

Headquarters for

SMART NEW FOOTWEAR

FOR MEN-WOMEN-BOYS

Dependable Quality-Moderately Priced

FIGHT AS YOU CAN

When lost in the wild and seared as a child, And Death looks you bang in the eye,

And you're sore as a boil, it's according to Hoyle

To cock your revolver...and die. But the code of a man says: "Fight as you

can,"
And self-Dissolution is barred.
In hunger and woe, oh, it's easy to blow,
It's the hell-served-for-breakfast that's
hard.

You're sick of the game...well, now, that's a shame,

You're young, you're brave and you're bright.

You've had a raw deal, I know, but don't squeal,

Buck up, do your hardest, and fight. It's the plugging away that will win the day, So don't be a piker, old pard.

Just draw on your grit...it's so easy to quit, It's the keeping-your-chin up that's hard.

It's easy to cry that you're beaten and die;
It's easy to crawfish and crawl;
But to fight and fight when hope's out of sight,
Why, that's the best game of them all.
And though you come out of each gruelling bout,
All broken, beaten and scarred,
Just have one more try...it's dead easy to die,
It's the keeping-on-living that's hard.

AUTHOR UNKNOWN.

Courtesy OAK HALL

Home of Good Glothes for Men, Hamen and Children

NOW IN OUR FIFTY-FIRST YEAR

ASK FOR AND INSIST ON



DAIRY PRODUCTS MILK - BUTTER - ICE CREAM

You Will Be Delighted with Our

PASTEURIZED GRADE A MILK - IRRADIATED VITAMIN D MILK
GOLDEN GUERNSEY MILK
BUTTERMILK - COTTAGE CHEESE - BUTTER

CLOVER BRAND ICE CREAM

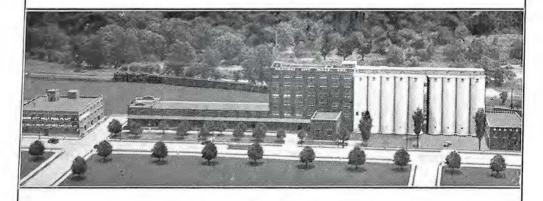
CLOVER BRAND ICE CREAM
Many Flavors and Combinations
"We Freeze to Please"

CLOVER CREAMERY CO., Inc.

DIAL 6261

Roanoke City Mills, Inc.

ROANOKE, VIRGINIA



South's Finest Flours

METROPOLITAN - LIGHT WHITE

VISIT THE VARSITY SHOP FOR COLLEGE SHOES

Second Floor

PROPST-CHILDRESS SHOE CO.

ROANOKE, VIRGINIA

DRAPER-MAYNARD SPORTS EQUIPMENT

"The Lucky Dog Kind"

ROANOKE HARDWARE COMPANY

DIAL 6246

109 W. CAMPBELL AVE.

THURMAN & CROWDER CO.

FURNITURE AND UPHOLSTERING

103 West Salem Avenue

DIAL 2-0148

ROANOKE, VA.

Trade with

BOB'S SHOE STORE

23 EAST CAMPBELL AVENUE

Headquarters for

SMART NEW FOOTWEAR FOR MEN—WOMEN—BOYS

Dependable Quality-Moderately Priced

FIGHT AS YOU CAN

When lost in the wild and scared as a child,

And Death looks you bang in the eye, And you're sore as a boil, it's according to Hoyle

To cock your revolver...and die. But the code of a man says: "Fight as you

can,"
And self-Dissolution is barred.
In hunger and woe, ob, it's easy to blow,
It's the hell-served for break fast, that

hunger and woe, oh, it's easy to blow, It's the hell-served-for-breakfast that's hard. You're sick of the game...well, now, that's a shame,

You're young, you're brave and you're bright,

You've had a raw deal, I know, but don't squeal,

Buck up, do your hardest, and fight.

It's the plugging away that will win the day, So don't be a piker, old pard.

Just draw on your grit...it's so easy to quit, It's the keeping-your-chin up that's hard.

It's easy to cry that you're beaten and die;
It's easy to crawfish and crawl;
But to fight and fight when hope's out of sight,
Why, that's the best game of them all.
And though you come out of each gruelling bout,
All broken, beaten and scarred,
Just have one more try...it's dead easy to die,
It's the keeping-on-living that's hard.

AUTHOR UNKNOWN.

Courtesy OAK HALL

Home of Good Clothes for Men, Wamen and Children
NOW IN OUR FIFTY-FIRST YEAR



Heironimus

GRADUATES OF 1940

Please Accept Our Felicitations

We know just how you feel about going out into this old world and re-creating it as it should be. For instance, Christianize the Russians, democratize Germany, knock a rib or two out of Mr. Chamberlain's umbrella and make an extremely pleasant new kind of world, as some one has said.

However, on through the years, keep the name Heironimus written on the door of your wardrobe for fashion-right clothes.



Lisit Your Most Favorite Store

JOSEPH SPIGEL, INC.

103 Campbell Avenue

Beautiful Showing of Summer Readyto-Wear for Women and Misses



WILLIAMSON ROAD

Drive by and try one of our delicious Frosted Malted Milks

"The drink that you eat with a spoon"
Original Giant
Foot Long Hot Dogs
Sandwiches
of All Kinds
Curb Service

Plenty Parking

DIAL 7249

Earl Wood

DISTINCTIVE PRINTING

109 Woodland Avenue Williamson Road

DIAL 7503 - 9007

"Pay Cash and Pocket the Profit"

AIRHEART-KIRK CLOTHING COMPANY

"Where Men and Young Men Can Find Their Style"

> 25 West Campbell Avenue ROANOKE, VIRGINIA



National Business College Roanoke, Virginia

Schools of Business Administration and Secretarial Science

Accountancy, Auditing, Income Tax, C. P. A. Coaching, Bookkeeping, Banking, Finance, Office Machines, Stenographic, Secretarial, B. C. S., B. S. S., or H. G. B. degrees in two years. Diploma courses, seven to fifteen months. 700 students. Employment. Coeducational. Athletics. Social activities. For high school graduates and college students. Building and equipment valued at \$300,000. Write for 80-page catalog H. Address Registrar, Box 2059, Roanoke, Virginia.

Save Both Time and Money — Where the Best Costs No More

SANITARY CASH MARKET

CHOICE GROCERIES
MEATS AND PRODUCE

DIAL 2-3191 :: WE DELIVER

2012 Williamson Road

JOE HAUER, Manager, Meat Department

ECONOMY OIL CO., INC.

HIGH QUALITY—LOW PRICES

Intersection
Williamson Rd. and Lynchburg Ave.

RUGBY GROCERY

J. O. CARTER, Prop.

FRESH MEATS AND FANCY GROCERIES

A Good Place to Buy Good Coal

PHONE 7303

H. W. HARRIS COAL CO., INC.

705 East Campbell Avenue ROANOKE, VIRGINIA

JOHNSTON BROS. SERVICE STATION

Gas, Oil, Tires, Tubes, Batteries Groceries, Tobaccos, Soft Drinks, Candies

"Service with a Smile"

Cor, Lincoln Avenue and Williamson Road
D1AL 2-9417

J. JENKINS SONS CO.

Manufacturing Jewelers
Gilders and Platers

Imparters of Precious and Imitation Stones
20 West Redwood Street
Baltimore, Md.

"We Furnished the Colonels' Senior Class Rings"

COMPLIMENTS OF

RAYMOND SMITH

Your Invitation and Ring Salesman

W. Carlton Parker, Peop.

Auton Parker, School and College Sales Mgr.

School and College Photography

THE PARKER STUDIO

(Established Since 1900)

Portrait and Commercial PHOTOGRAPHERS

308 /2 South Jefferson Street ROANOKE, VIRGINIA

Official Photographers 1940 COLONEL

COMPLIMENTS OF

COLD SPRING CREAMERY

DIAL 2-8307

"The Man's Store"

BUSH-HANCOCK SMART APPAREL

106 W. Campbell Ave.

Roanoke, Va.

WELLS GAS & OIL CO., INC.

Shell Gas and Motor Oil Pennsylvania Tires and Tubes Edison Batteries

Corner Williamson and Airport Roads
DIAL 2-9443

"The Oldest Barber Shop in Roanoke"

COLONIAL NATIONAL BANK BARBER SHOP

All Haircuts 25c
"Six Expert Barbers"

Colonial National Bank Bldg. (Basement)

Compliments of

RICHARDSON-WAYLAND ELECTRICAL CORP.

122 West Church Avenue

DIAL 6266

ROANOKE, VA.

NATALIE SHOPPE

Sponsoring Smart Apparel for the School Miss

301 South Jefferson Street ROANOKE, VIRGINIA



HARDIE BROTHERS SERVICE STATION

CONOCO GAS AND OIL

COMPLETE LINE OF LUBRICATION CANDY, CIGARS AND CIGARETTES Opposite William Fleming High School

Service - Courtesy - Reliability
PHONE 2-9311

MORGAN-EUBANK FURNITURE CORP.

"Let Us Help Feather Your Nest with a Little DOWN"

14 East Campbell Avenue PHONE 7357 ROANOKE, VA.

BARGER BROTHERS

COAL AND WOOD

Honest Wright - Fair Prices

Liberty Road, Williamson Road ROANDKE, VIRGINIA

DRINK

SUN SPOT

ROANOKE PAINT AND GLASS CO.

Roanoke's Pioneer Paint Store

Window and Auto Glass a Specialty Full Stock of Painters' Supplies

104 Church Avenue, S. W.

P. O. Box 383

Roanoke, Va.

CLAUDINE'S BEAUTY SHOP

3 Grace, Williamson Road

DIAL 2-0905

RES. DIAL 2-4409

DIAL 3-0406 FOR AN APPOINTMENT

ROADSIDE INN BEAUTY SALON

Located Roadside Inn Williamson Road



SANITARY BARBER SHOP

A. B. PARKS, Mgr. C. R. RHODES C. B. COFFMAN

Corner Williamson Road and Tenth St.

GOLDSMITH SPORTING EQUIPMENT "It Pays to Play with the Best" Tennis Rackets Restrung

NELSON HARDWARE COMPANY

17 East Campbell Avenue 1888 - Fifty-Two Years - 1940

Office Phone 6003

Res. Phone 2-2571

G. E. TROUT CONTRACTOR AND BUILDER

"Builder of Better Homes"

418 BOXLEY BLDG.

ROANOKE, VA.

Compliments of

CASSELL-INGRAM CO. Incorporated

REAL ESTATE, RENTALS, INSURANCE

108 West Kirk Avenue DIAL 2-3126

W. D. AMOS

FANCY GROCERIES, FRUITS, MEATS, VEGETABLES

DIAL 7363 No. 2 WALNUT AVE., S. E.

A. S. PFLUEGER **JEWELER**

Hamilton and Bulova Watches

118 WEST CAMPBELL AVENUE ROANOKE, VIRGINIA

ROANOKE TYPEWRITER SALES COMPANY

Sales - Service - Rented - Exchanged

F. G. MORGAN

512 West Campbell Avenue

DIAL 8658

ROANOKE, VA.

KANN'S Fashion Shop for Women

32 West Campbell Avenue

Smart Frocks - Suits - Furs Millinery — Reasonable Prices

SHOP KANN'S

BEAUTY SHOP-FOUR OPERATORS

MORGAN-EUBANK FURNITURE CORP.

"Let Us Help Feather Your Nest with a Little DOWN"

14 East Campbell Avenue

PHONE 7357

ROANOKE, VA.

BARGER BROTHERS

COAL AND WOOD

Honest Weight - Fair Prices

Liberty Road, Williamson Road ROANOKE, VIRGINIA

DRINK

SUN SPOT

ROANOKE PAINT AND GLASS CO.

Roanoke's Pioneer Paint Store

Window and Auto Glass a Specialty Full Stock of Painters' Supplies

104 Church Avenue, S. W.

P. O. Box 383

Roanoke, Va.

CLAUDINE'S BEAUTY SHOP

3 Grace, Williamson Road

DIAL 2-0905

RES. DIAL 2-4409

DIAL 3-0406 FOR AN APPOINTMENT

ROADSIDE INN BEAUTY SALON

Located Roadside Inn Williamson Road



SANITARY BARBER SHOP

A. B. Parks, Mgr. C. R. Rhodes C. B. Coffman

Corner Williamson Road and Tenth St.

Timinison read and Tenth of.

Office Phone 6003

Res. Phone 2-2571

G. E. TROUT

CONTRACTOR AND BUILDER

"Builder of Better Homes"

418 BOXLEY BLDG.

ROANOKE, VA.

W. D. AMOS

FANCY GROCERIES, FRUITS, MEATS, VEGETABLES

DIAL 7363

No. 2 WALNUT AVE., S. E.

ROANOKE TYPEWRITER
SALES COMPANY

Sales - Service - Rented - Exchanged

F. G. MORGAN

51/2 West Campbell Avenue

DIAL 8658

ROANOKE, VA.

GOLDSMITH SPORTING EQUIPMENT
"It Pays to Play with the Best"

Tennis Rackets Restrung

NELSON HARDWARE COMPANY

17 East Campbell Avenue

1888 - Fifty-Two Years - 1940

Compliments of

CASSELL-INGRAM CO.

Incorporated

REAL ESTATE, RENTALS, INSURANCE

108 West Kirk Avenue DIAL 2-3126

A. S. PFLUEGER JEWELER

Hamilton and Bulova Watches

118 WEST CAMPBELL AVENUE ROANOKE, VIRGINIA

KANN'S Fashion Shop for Women

32 West Campbell Avenue

Smart Fracks - Suits - Furs Millinery — Reasonable Prices

SHOP KANN'S

BEAUTY SHOP-FOUR OPERATORS

PEOPLES ICE AND STORAGE CO., INC.

522-24-26 Nelson Street, S. E.
One Block East of Patrick Henry Hotel
ROANOKE, VIRGINIA

O. B. CALDWELL

"THINGS GOOD TO EAT"

PHONES 5503—5504—8547 104 Grandin Road

ALEX Y. LEE

Expert Lock and Gunsmiths Vacuum Cleaners Repaired

101 Salem Avenue, West
DIAL 9832 ROANOKE, VA.

We Serve Only the Best

DAVIDSON'S CAMP

CHICKEN DINNERS—VIRGINIA HAM

DINE AND DANCE

DIAL 2-6759 — 2-9488

U. S. 11—Junction 117

Five Miles North of Roanoke, Va.

DIAL 2-9464

ENGLISH VILLAGE RESTAURANT

HEATED COTTAGES
SERVICE STATION
Five Miles North of ROANOKE, VA.

Intersection U. S. Rt. 11 and Virginia 117

Compliments of

VIRGINIA ELECTRIC COMPANY

D. L. Johnston, Manager
ELECTRICAL CONTRACTING
WIRING AND FIXTURES
DIAL 8305
Corner Campbell and Randolph

Compliments of

HEDGE LAWN NURSERY

SKYLINE LUMBER CO.

"Everything for Building"

DIAL 7397

ARMY AND NAVY SALES COMPANY

110 East Campbell Avenue ROANOKE, VIRGINIA



Brotherhood Mercantile Co.

Smart Clothing and Furnishings for Men, Young Men and Boys

> 107 South Jefferson Street ROANOKE, VIRGINIA

Compliments of

WYATTS GROCERY

WALNUT HILL

ROANOKE, VA.

"Sunnyside Means Quality"

SUNNYSIDE AWNING AND TENT CO. F. L. TEMPLE, Manager

119 Franklin Road, Roanoke, Va.

National Venetian Blinds and Window Shades Made to Order Phone 7466 — P. O. Box 2602



Courtesy of

BIG 4 BARBER SHOPS

iv

S. J. WRIGHT E. T. JONES KENT SCAGGS E. F. CRAFT COMPLIMENTS OF A FRIEND

CINDER BLOCK, INC., OF ROANOKE

Manufacturers of

CIND-R BLOCK, CONCRETE JOIST, PRE-CAST SLABS, PRE-CAST LIN-TELS, PRE-CAST SPECIALS

Office and Plant
Cleveland Avenue and 18th Street

DIAL 8861

A New, Modern Cleaning Plant Right in Your Neighborhood

DE LUXE CLEANERS AND DYERS

CALL THE SMART SHOP FOR THE REAL SERVICE

Dial. 2-3133
and We'll Come Clean!

Williamson Road near Tenth Street

RAINBO BREAD CO.

RAINBO BREAD

402 Center Avenue, N. W.

DIAL 5581

ROANOKE, VA.

Greetings and Best Wishes TO THE CLASS OF 1940!

Chanale Virgin

A. BOWMAN & SON

Bakers of

PRIZE WINNER AND HONEY
KRUSHED BREADS

We Specialize in Wedding and Party Cakes Compliments of

GRAVES-HUMPHRIES HARDWARE CO., INC.

DIAL 5551

The Central Typewriter Exchange

Distributors

L. C. Smith and Corona Typewriters Allen-Wales Adding Machines

SALES - SERVICE - SUPPLIES

F, G. Ecclerield
Manager

132 CAMPBELL AVE. ROANOKE, VA.

Telephone 2-8410

SIDNEY'S

Ready-to-Wear That's Different
"At Popular Prices"

CHARGE ACCOUNTS INVITED

501 South Jefferson Street

DIAL 2-1021

ROANOKE, VA.

Compliments of

H. H. CARTER LUMBER COMPANY

BUILDING MATERIAL OF ALL KINDS

DIAL 5549 Franklin Road ROANOKE, VA.

THE ANCHOR BARBER SHOP

Opposite Oakland School Williamson Road

"We Need Your Head in Our Business"

C. E. GALLIMORE, Manager

COMPLIMENTS OF

FALLON, FLORIST

FLOWERS

For Energy and Vitality

EAT

MICHAEL'S BREAD

PHONE 7726

Compliments

of

PERMANENT MARCEL SHOP

There's Only One

ORANGE-CRUSH

In the New Brown Bottle

Orange-Crush Bottling Company

Williamson Road

Andrews Battery Company Commerce and Shenandoah Ave., N. W. (at Crossing)



"Authentic Antiques"

Mrs. J. Chesley Dickenson

R. F. D. 2 4 Miles North of Roanoke, Va.

On U. S. Route 11

Complete, Courteous Automobile Service

GILES BROS.

FURNITURE

Commerce and Kirk

HARRIS SERVICE STATION

WILLIAMSON ROAD

PHONE 2-9222

Gas - Oil - Tires - Batteries

Emergency Road Service

Good Wood Goods

CENTRAL MANUFACTURING CO.

127 Center Avenue, N. W. PHONE 5148 Compliments of

J. M. HARRIS & CO.

SEEDS - FEEDS

301 NELSON STREET

PHONE 5539

G. W. DULANY HIGH-GRADE BICYCLES

NEW AND REBUILT

We Fix-Um - U Ride-Um

6 Randolph Street

DIAL 8033

ROANOKE, VA.

A. F. TINSLEY EXPERT WATCH REPAIR

Guaranteed One Year

306 Commerce Street

MAGIC CITY LAUNDERERS AND CLEANERS INCORPORATED

900 13th Street, S. W.

DIAL SIII

SALEM-10000

JOHN D. MAYS & SON

Foundry and Machine Shop Parts Made for Automobiles

869 Campbell Avenue, East DIAL 5657

Compliments of

DR. EDGAR ABRAM

OPTOMETRIST

404 South Jefferson Street

SAM'S

For Greater Value

304-306 Nelson Street

Tennis Shoes Are Our Specialty

"ASK FOR SAM"

Roanoke's Only Complete Furriers



306 South Jefferson Street

Glenn-Minnich's

Clothes for Young Men and Men Who Stay Young

"COLLEGE SHOP"

108 West Campbell Avenue ROANOKE, VIRGINIA



13 West Campbell Avenue

Coats

Suits

Dresses

Dial: Office 3-0518 - Residence 7660

City and Farm Properties Colonial Estates

J. G. SHEETS & CO.

REAL ESTATE

"We Sell Privately at Auction" 207-208 Liberty Trust Building ROANOKE, VIRGINIA

TRY OUR HOME-COOKED MEALS

JUNIOR LUNCH

W. D. Scott, Prop.

207 West Church Avenue

PHONE 2-9515

ROANOKE, VA.

ESTABLISHED 1895

CALDWELL-SITES CO.

Wholesale Paper Merchants Stationers Office Outfitters

> ROANOKE, VIRGINIA DIAL 6241

Compliments of

WILLIAMSON ROAD PHARMACY

Cor, Williamson Road and Grace Street
ROANOKE, VIRGINIA

A. H. TEICHLER

STALL 4, CITY MARKET

FRESH AND CURED
MEATS

WE DELIVER

DIAL 7255

Cars Bought and Sold

Dial Shop 2-2859

Residence 5790

T. I. MOORE'S GARAGE

ACETYLENE WELDING
AUTO REPAIRING, PAINTING
AND GREASING

1104 Melrose Avenue, Northwest ROANOKE, VIRGINIA Prescription Druggists

College Graduate, Registered, Experienced Druggists

We Deliver the Goods
All Out Williamson Road

H. C. BARNES, INC.

2 South Jefferson Street Use Your Phone

GRAND CASH MARKET

FOR FRESH VEGETABLES FRESH MEATS, GROCERIES

FREE DELIVERY

DIAL 2-3139

ABE HUDDLESTON

Electric and Acetylene Welding Auto, Truck and Radiator Repairs Furnace and Boiler Repairing DIAL 9600

BLUE HILLS GOLF CLUB

Roanoke's Popular Public Course Invites You Out Into the Open

SWIMMING POOL PRACTICE GREEN

WOODSON'S FEED AND HARDWARE STORE

(Operated by Fitzmaurice Bros.)

Rt. 2, Williamson Road Dial 2-0441

Roanoke, Virginia

We are Southern States Cooperative Distributors

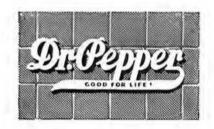
HORNE'S

Creators of Correct Millinery

410 South Jefferson Street

HOSTERY

LINGERIE



HUGGINS NUT CO.

Williamson Road Roanoke, Va.

Manufacturers of

Potato Chips, Sandwiches, Popcorn and Nuts of All Kinds BUY HERE AND SAVE

RICHARDS' CASH GROCERY

Woodson Building, Williamson Road



Perhaps we can help you

solve your printing problems. We will be more than pleased to give you the benefit of our many years experience in filling orders for wedding invitations and announcements, personal and professional cards and stationery, publications and printed matter for every purpose. Our equipment, materials and workmanship are of the highest quality, insuring faithful execution of your order. Customers may be sure of receiving a cordial welcome at our office, where an experienced personnel awaits the opportunity of serving you.

The Stone Printing and Manufacturing Co.

