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CENTS

Virginia RECORD

OCTOBER
1956

AN INDEPENDENT
PUBLICATION

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Roanoke's Diamond Jubilee — A Preview

1882 - 1957



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Blue Cross and Blue Shield!”***

HOSPITAL SERVICE ASSOCIATION OF ROANOKE—SURGICAL CARE, INC.
(SERVING SOUTHWEST VIRGINIA)
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Prepare yourself for his place

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You must be trained to be ready. You must be able to do what he has done. Business can't stop to train you—you must be trained **when** you take hold.

We're ready to train. A corps of experts

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tions.

This advertisement appeared in the Roanoke Newspapers in 1917 at which time National Business College had already been in existence for thirty-one years and had prepared over 15,000 students for the commerce and industry of Virginia. National has grown with Roanoke and Virginia both in methods of teaching and physical equipment. We now have over thirty thousand graduates and a much larger plant, but we still give the best in business training.

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National
BUSINESS COLLEGE

ROANOKE, VA.

M. K. COULTER, B.S.
President

GEORGE V. GARDNER,
AB., LL.B., Assistant to the President

"Second Class Mail Privileges Authorized at Richmond, Va."

We're so happy . . .

about our move to Roanoke,
a progressive, wide-awake city
in the heart of thriving Western Virginia.

Miller & Rhoads
THE Shopping Center

THE HOTEL ASSOCIATION OF ROANOKE, VIRGINIA

"THE STAR CITY OF THE SOUTH"

WELCOMES YOU

*and invites you to use to the fullest the
varied facilities placed at your disposal.*

HOTEL ROANOKE

425 rooms

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

KENNETH R. HYDE

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Associate Managers

HOTEL PATRICK HENRY

300 rooms

All public space and 100 bedrooms

Air Conditioned

JOHN A. SHIRES

General Manager

HOTEL PONCE DE LEON

200 rooms

Completely Air Conditioned

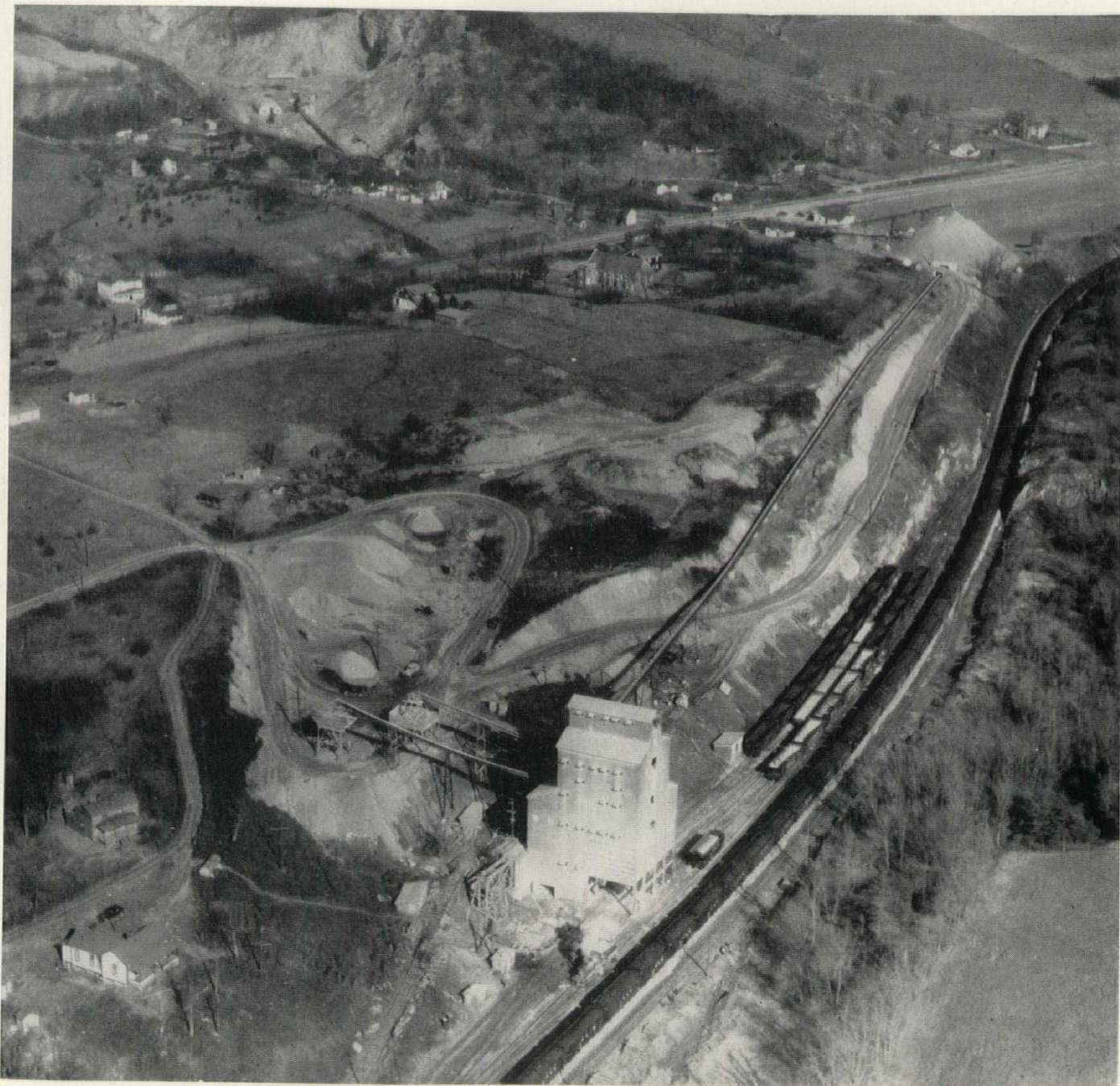
Located in the heart of Downtown Roanoke

*Free Parking Lot
adjoining hotel*

GARLAND W. MILLER

Manager

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



WE ARE PROUD OF THE PART WE HAVE PLAYED IN THE PHENOMENAL GROWTH OF OUR STATE. OUR PLANT HAS FURNISHED CRUSHED STONE PRODUCTS FOR ALL TYPES OF BUILDING AND CONSTRUCTION SINCE 1917.

PLANT No. 1 BLUE RIDGE, VA.
PHONE WH 7-2211

Began operations 1917

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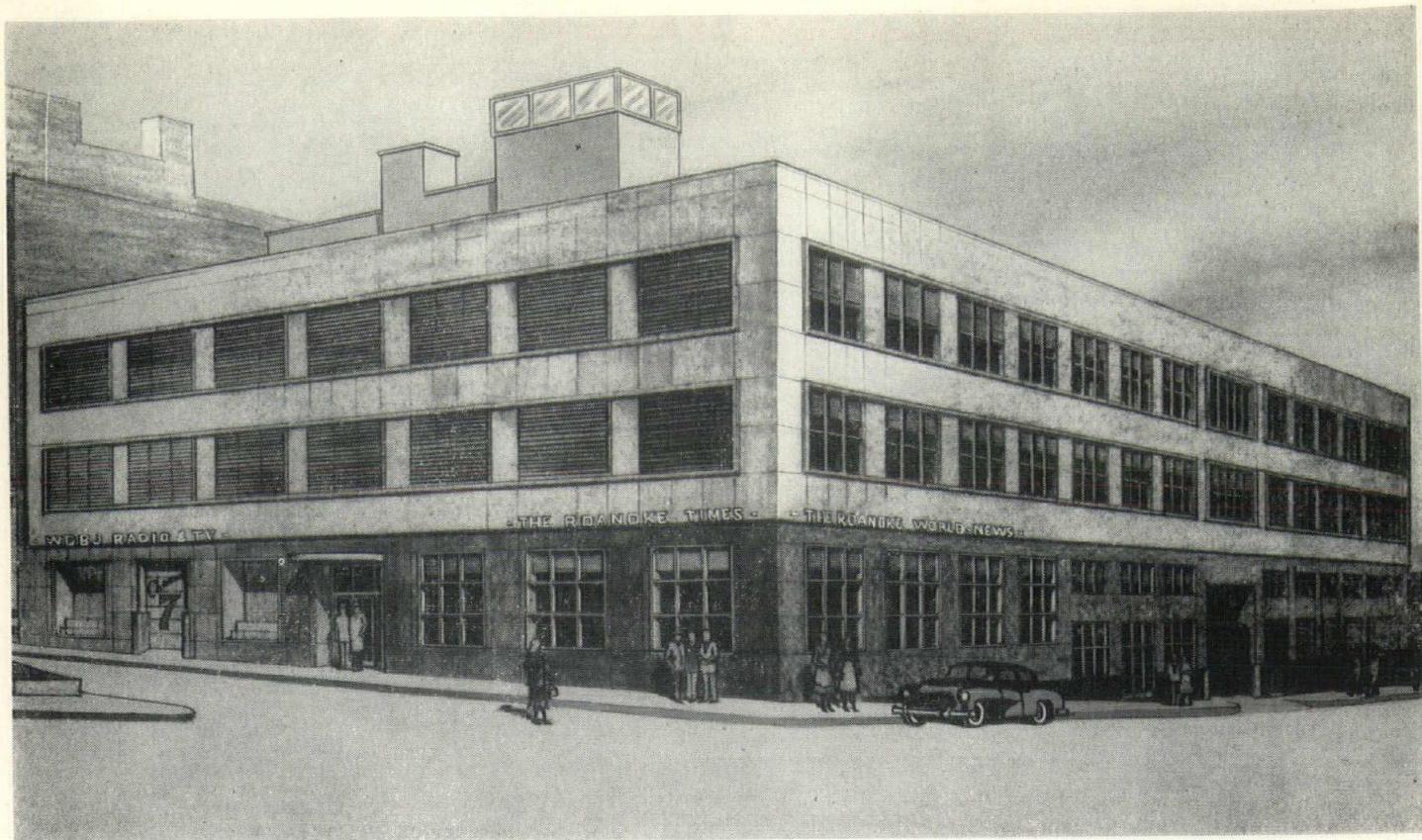
Began operations 1956

BLUE RIDGE STONE CORPORATION

Roanoke, Va.

Main Office: 711 Boxley Building

Phone 4-6601



EVIDENCE of the STARTLING GROWTH of ROANOKE and WESTERN VIRGINIA

One and three-quarter million dollars invested in expansion of buildings and equipment for newspapers, radio and television is the 1956 report of Times-World Corporation.

That, in itself, is clear proof of the faith in the future and confidence in the present which is so evident everywhere in "The Beckoning Land."

Just completed is the enlargement and remodeling of The Times Building as it appears above in an architect's drawing. It now houses The Roanoke Times, The Roanoke World-News, Radio Station WDBJ and Television Station WDBJ.

As a servant of the public, Times-World Corporation delivers more than 90,000 newspapers daily to subscribers in the Greater Roanoke Area. Its radio station is Western Virginia's pioneer in the broadcasting field—an affiliate of the Columbia Broadcasting System for more than three decades. And now, its television station has full power on Channel 7 and is Western Virginia's most potent TV outlet.

WDBJ Radio 960 kc AM
94.9 mc FM

WDBJ Television Channel 7

THE ROANOKE TIMES

The Roanoke World-News

Owned and Operated by Times-World Corporation



Published Monthly At The State Capital
By Virginia Publishers Wing, Inc.

EDITORIAL OFFICES:
303 West Main Street
Phones 7-2722—7-6717

SUBSCRIPTION PER YEAR \$4; TWO YEARS \$7

Please address all mail to:

VIRGINIA RECORD, P. O. Drawer 2-Y, Richmond 5, Va.

CLIFFORD DOWDEY DONNA Y. LAURINO
Editor Business Editor

JULIA GWIN AULT FRANCES GORDON
Associate Editor Managing Editor

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VIRGINIA RECORD

"Second Class Mail Privileges
Authorized at Richmond, Va."

On the pages of history, it is a child, a brash upstart in a state remembered for names like Richmond, Jamestown, Williamsburg; a 75-year-old infant with not much heritage but a lot of get-up-and-go.

Roanoke is all of this and more. On good days the Roanoker sees his city as a melting pot of North, South, East and West; a city of vigor and vision, holding fast to the best of the South's past but refusing to live on memories; a place where people still speak on the street and marvel that they pass so many strangers.

(Continued on page 69)

VIRGINIA RECORD is an independent publication cooperating with all organizations that have for their objectives the welfare and development of Virginia. While this publication carries authoritative articles and features on statewide and local industrial, business, governmental and civic organizations, they are in no other respect responsible for the contents hereof.

VOLUME LXXVIII

OCTOBER 1956

NUMBER TEN

WHAT IS ROANOKE?

WHAT IS THIS PLACE we call Roanoke?

On the map of Virginia, it is but a small dot located at the foot of the magnificent Shenandoah Valley and at the entrance to the rolling hill country of Southwestern Virginia.

On the census tables, it is a city of some 108,000 inhabitants with better than average incomes but in other ways peculiarly representative of the typical American city.

On the charts of the nation's advertising firms, it is a market of at least a half-million people, a distribution point, shopping center for 25 counties, a favorite testing ground for new products and appeals.

On the drawing boards of industry, it is a transportation center, an industrially minded community, an area of stable, skilled employment, the home of great industrial names like U. S. Steel, American Viscose, Burlington Mills, General Electric and Yale and Towne.

On the scoresheets of state and national political leaders, it is violently independent, more conservative than Northern Virginia and more liberal than Central and Eastern Virginia, a city with only 15 percent Negro population and a strong labor element, a place altogether unpredictable politically.

On the tables of municipal handbooks, it is a city of relatively low real estate taxes, a wide variety of nuisance taxes, good schools, a fine water supply, an excellent stadium and library and a smooth-functioning city manager form of government.

(Continued in column 3)

By BARTON W. MORRIS, Jr.

Executive Editor of *The Roanoke Times* and *The Roanoke World News*



BARTON W. MORRIS, Jr., a native of Roanoke, is one of the youngest executive editors in the newspaper field. He is 34 years old this month and exemplifies the background of other executives of Times-World Corporation. Starting as a reporter for THE ROANOKE WORLD-NEWS in 1945, he was granted leave in 1946 to cover the Virginia Legislature for the Associated Press. He was then City Hall reporter, political writer and legislative correspondent for THE WORLD-NEWS until April 1950, when he was appointed administrative assistant to the General Manager, becoming his assistant the following June. Two years later he became Secretary of the Corporation and Promotion Manager. Three more years saw him leaving the Promotion Department to become Executive Editor of THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS, in addition to being Times-World Corporation's Secretary.

(Times-World photo)

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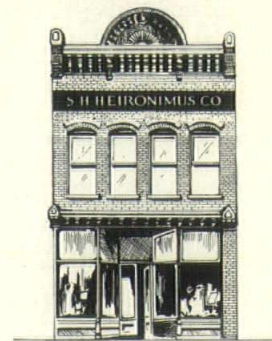
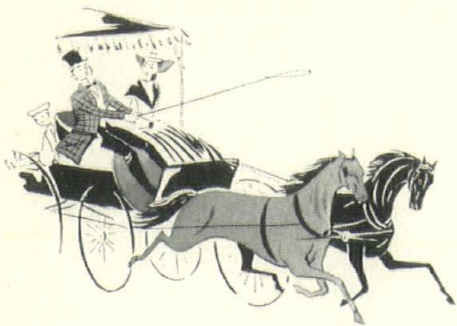
This dramatic Times-World picture of the Hunter Memorial Bridge, Roanoke's new two-pronged downtown viaduct, by Howard Hammersley, Jr., is evidence of the forward look in Roanoke.

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Clifford Dowdey's editorial appears this month on page 72.





meet me at HEIRONIMUS . . .

As popular a meeting place 66 years ago as it is today! In 1890 Mr. Heironimus opened his small department store based on the strict merchandising principle "all wool and a yard wide"; his store was even then the hub of Roanoke shopping.

Through the years and subsequent expansions which were climaxed only a few months ago by an excitingly new, beautiful and convenient store, Heironimus has become the family-favorite shopping center for all of Western Virginia.

The NEW Heironimus boasts a world of shopping pleasure for you: a modern Beauty Salon, a complete Men's Store, Air Conditioning, and a fleet of escalators to speed you from one exciting level to another.

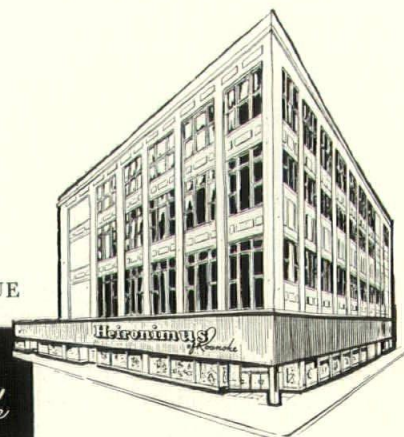
ROANOKE DIAMOND JUBILEE
JUNE 16-23, 1957

With pride in the past and faith in the future, Heironimus joins with all of Roanoke in the preparation of next year's gigantic Diamond Jubilee and invites you NOW to plan to "meet at Heironimus!"



JEFFERSON STREET AT CHURCH AVENUE

Heironimus
of Roanoke



A SKETCH OF ROANOKE,

“Acorn to Oak— Watch Roanoke”

by RAYMOND P. BARNES

ROANOKE CITY WILL CELEBRATE next year, its 75th anniversary. As an abode of man one must look far beyond the date of 1882. Endowed by nature and designed by providence as the site of a city, the locality was famous in Indian days as a good hunting ground. A big salt lick marsh lay in the bottom land just east of the N. & W. R. R. Shops. Buffalo, deer and elk came in great numbers to lick salt. The original trails, now highways, were made by buffalo.

Big Lick became well known to pioneers who ventured across the Blue Ridge Mountains and tales of the beautiful Shenandoah Valley reached the ears of Governor Spotswood at Williamsburg. He organized an expedition in 1716 and made a decision most profitable to future America: in this valley the dissenter would settle. Soon there came a wave of immigrants, mostly from Pennsylvania; hardy, intrepid pioneers of Presbyterian, Lutheran and Dunkard persuasion.

Augusta County was cut off from Orange in 1738 and The Mill Place (later Staunton) became the county seat of that territory west of the Blue Ridge, reaching to the Great Lakes on the north; the Carolina line on the south, and as far west as the Mississippi. On came the pioneers and by 1758 all land now embraced by the City of Roanoke was held in grant, but the wave of migration passed Big Lick and on into the west.

In 1770 Botetourt County was carved out of Augusta. Present Roanoke City lay quietly, for the greater part, in a virgin forest of hardwood. Some few places, known as “The Barrens” were lands cleared by fire, a work of the Indians to attract buffalo and deer to eat grass and tender saplings. The Buffalo-Indian trail (now 119) became known as the Carolina Trail. Route No. 460 was The Great Road. About the spring at the junction of these “roads” multitudes of pioneers camped on their westward journey.

This camp site was known as “at the Big Lick”. Settlers built log cabins there and one ran an inn or ordinary. The neighborhood was unhealthy and other settlers built on the hill west of the Big Lick. The latter settlement enjoyed some degree of permanence, although a town was laid out in 1810, known as The Town of New Antwerp, at the old camping spot.

In 1834 William Rowland laid out the Town of Gainesboro on the hill near where the present east-south highways cross. In and about this settlement (commonly known as Big Lick) there was a mill, a foundry, several dwellings and a tavern. Later churches were erected in Gainesboro. Most of present Roanoke lay in farm and woodland.

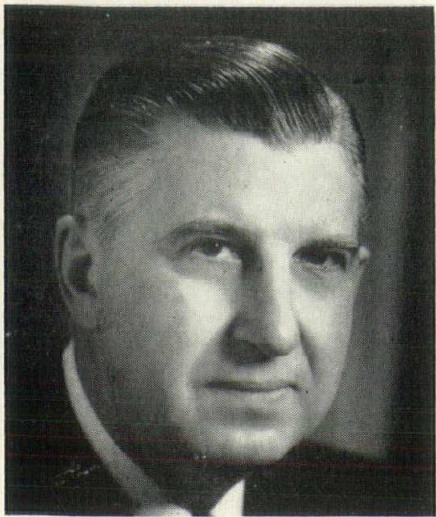
The Virginia and Tennessee Railroad was seeking a right of way in 1850. Gainesboro and Salem, secure in the stage and freighter-wagon patronage refused to consider the innovation of a railroad. John Trout, William M. Peyton, Peter Shirey and William McClanahan were more co-operative and the railroad passed through their lands. “At or near Big Lick” was a location known by many in several states. So



Above, Campbell Avenue in downtown Roanoke.



Below, Roanoke Public Library.



JOHN C. PARROTT, president *Roanoke Gas Company & Roanoke Pipe Line Company*, is a native Roanoker. Before 1950 he was instrumental in the development of *Clermont Heights and Prospect Hills*. One of the organizers and builders of the *Patrick Henry Hotel* he now serves as its president. He is a graduate of *VMI & the University of Virginia*. He served in both World Wars. Mr. Parrott, a past president of *The Roanoke Real Estate Board & the Virginia Real Estate Association*, is currently vice president of the *Public Utilities Association of Virginia*, a Director of the *American Gas Association & a member of the Board of Trustees, Virginia Episcopal School*.

the depot was named Big Lick and stood in a field east of the ancient Carolina Trail. When the first train pulled into Big Lick on November 1, 1852, the thoughtful men of Old Gainesboro began to move near the new center.

In 1874 with several large stores, tobacco factories, a planing mill and a lime kiln, a charter was granted for The

Town of Big Lick, one mile square. The Main Street (Commerce) was graded and improved, some sidewalks of stone or wood appeared; oil street lamps were installed; churches were built and a Town Hall acquired. In time a good school was built, more business came to town including the livery, tinning and plumbing, saloons, a bowling alley, a newspaper, two small hotels and other types of business.

The post office was changed to Roanoke in 1882 and the Legislature chartered *The Town of Roanoke*.

Space prohibits detailing the tremendous activities of building that followed, except to say the newly graded streets were churned into mud; building material demand exhausted supplies of nearby cities and was piled up on the sides of streets. There was an invasion of investors, business men and those interested in the mineral resources of the neighborhood who fought for favorable locations. The year 1883 found Roanoke with several hotels, the shops, the furnace, a gas company and a huge stockyard established near old Big Lick. The northeast section was "New Town" and Commonwealth Avenue the most heavily travelled thoroughfare in the city for years to come.

The town grew—mushroomed is a better word—out of the corn and wheat fields of yesterday. By 1884 it was chartered as *The City of Roanoke*, having its own Corporation Court, jail, Commissioner of Revenue, Sergeant, Clerk and Treasurer. It was still a rough, crude settlement likened by some outside observers "to a mining camp or a mushroom town in Colorado."

Then a depression fell over the land. For a year or more the infant city struggled to survive. The iron market dropped, business fell off and everywhere were empty store rooms and

dwellings.

Slowly the pendulum of progress swung back. New orders were received by the shops; real estate began to move. New stores opened and more people drifted in, most of whom settled for good. A new Court House, a jail and a market went up. A Fire House and a Masonic Temple were built. In 1886 *The Roanoke Times* was founded to grow into the most powerful news organ of Southwest Virginia.

Financially, *The First National Bank* (founded in 1882) had grown with the times. Other banks formed here and there. In 1887 the *Peoples Federal Savings and Loan Association* was founded, followed in 1888 by the *National Exchange Bank*.

A NEW BOOM

The Winston-Salem division of the N. & W. was building and a new boom rose to dizzy heights. The mule-drawn street cars and the gas street lights were replaced by electricity. Small steam lines to Vinton and Salem were abandoned for the electric line. The Southwest and Northwest sections were built up solid. The S. V. R. R. and the N. & W. merged under one system, *The Norfolk and Western Railway Company*. *Virginia College for girls* and the *Allegheney Institute for boys* were private schools supplementing the growing number of public schools. Bigger bond issues were approved and the *Randolph, Henry and Park Street Bridges* built. Land companies spanned the river at Walnut, Jefferson and Memorial Avenues.

A bridge company, carriage company, a new furnace and a rolling mill came into being. Brick yards, lumber companies and hardware manufacturers located in Roanoke. A beautiful *Academy of Music* did much to promote local culture.

A big snow in December 1890 cooled the fever of the boom. The crash of 1893 completed the work. Page after page of the local newspapers carried foreclosures, failures and bank crashes.

The City, almost crushed, exercised the utmost economy. Slowly, once again, the people of Roanoke and its business leaders fought back to normalcy. A bank crash carried with it the fortunes of many old Roanokers.

By 1898 the first hospital was built by the citizens on the land where the



Downtown Roanoke is the shopping center for over 700,000 Western Virginians. The Retail Merchants' Association maintains a planned, year 'round advertising program which assists in bringing Western Virginians to Roanoke to do a major part of their shopping.

new Memorial Hospital now stands. More efficient police and fire companies stood by. The turn of the century found Roanoke on solid ground.

The Virginian Railroad came and in 1909 furnished another opening for the City. Health and sanitation improved. Roanoke weathered the depression of 1907. In fact, as the N. & W. had to cut its clerical and mechanical forces, the city turned its attention to inducing smaller industries to locate in Roanoke. It had seen the inadvisability of tying up its welfare with one huge utility.

Prohibition, stringent "Blue Laws" had their day, and the reform elements behind them, in time, felt the force of the rebound. Automobiles increased and women took an active interest in civic betterment.

With the increasing number of automobiles and demand for better roads, several toll roads operated out of the city. A Court of Law and Chancery was created giving to Roanoke three courts of record. A new Y.M.C.A. was built and in 1915 the Municipal Building was ready for occupancy. Another advance was made by Judge Beverley Berkley agreeing to hold a Domestic Relations Court, dealing principally with juveniles. The Viscose Corporation built, bringing to the city more residents and an increased payroll.

BUILDING CONTINUES

On the eve of World War I, there were new buildings, miles of hard surfaced streets, sewer mains and drains. In the residential section commodious and handsome homes were built by the wealthier, and even the less fortunate owned substantial, well-built dwellings that were paid for in full. Wasena, Villa Heights, Virginia Heights, Waverly and Rugby subdivision were outside the corporate limits but becoming very popular. South Roanoke was attracting some new residents; this section later became very popular. There was considerable patriotism exhibited by local citizens during the War.

The city manager form of government was approved by the electorate and William Pearce Hunter in 1918 was the first to hold this office. Under his administration a new phase began in city life. In 1919 the city reached out and annexed hundreds of acres. Good streets followed, dilapidated bridges were repaired and the automobile freed the suburbanite from the necessity of living near the car lines.

A municipal water supply was secured. More churches were built; new buildings erected in the downtown section and a small boom was well under way when the great depression of the

thirties came. Some residents were hit hard, payrolls were cut and there was much unemployment; homes were sold under the hammer and some life savings wiped out. On the whole, however, Roanoke felt this depression less than many other cities. The come-back was slow but the energetic citizens of Roanoke once again put their shoulders to the wheel.

The city managed to build the Franklin Road bridge. By the time of World War II Roanoke had recovered to a noticeable extent. More territory was annexed and new sources of revenue were uncovered, the benefits accruing to Roanoke.

The War was a great strain on everyone. Many Roanokers never returned, but in their place came dozens with new ideas and outlooks. This change has done much to keep Roanoke "A young man's town," in the sense that no hide-bound traditions, family or clique dominate or control one's destiny.

Since the war the progress of Roanoke, if magical before, became phenomenal. New appliances, increase in automobiles, acquisition of new homes by government loans, the tremendous increase in employment and high wages combined with the annexation of 1949, has turned what was yesterday wheat fields, corn fields and pasturage into modern dwellings complete with sewerage, water mains, electricity, hard surfaced streets and sidewalks with curbing. Schools have increased in size and number.

The new Memorial Hospital was built. Recently a viaduct has been constructed across the N. & W. tracks, (Continued on page 65)



RAYMOND P. BARNES, born in Roanoke on December 10, 1898, is the logical choice as a local historian. His parents, cognizant of the early history of Roanoke passed on a considerable amount of this to him. He was educated at Staunton Military Academy and the University of Virginia, where he graduated in law. From time to time over the past 30 years he has collected notes, references to stories told by his elders and made considerable research of the records in various court houses, libraries and old newspapers. Mr. Barnes has completed a detailed History of Roanoke, in which he traces the growth of the city step by step from colonial days. He married Margaret L. Hart in 1951. Most of Mr. Barnes' spare time is devoted to reading and research. His one civic activity is the Roanoke Valley Society for the Prevention of Cruelty to Animals of which he is a founder and a director. At present he is a member of the History Committee preparing a scenario and program for the Diamond Jubilee. (Photo—Neil Good)

These five Roanokers are internationally known, having headed national and international organizations. Seated, left to right: E. R. Johnson, past president of Rotary International; Dr. E. G. Gill, past president of Lions International; John L. Walker, past Grand Exalted Ruler B.P.O.E.; Clem D. Johnson, past president of the U.S. Chamber of Commerce; and C. Francis Cocke, past president of the American Bankers Association. (Jack Goodykoontz photo)



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

Industrial Roanoke— Manufacturing and Trade Center for Western Va.

by PAUL W. MILLER,

*Manager Industrial Department,
Roanoke Chamber of Commerce*

THE VISITING INDUSTRIALIST and his host stopped for a minute on the steps of Hotel Roanoke on the way to look over the Valley in search of suitable tracts for a factory location.

"This is my first trip through the mountains of Virginia and Roanoke," said the industrialist. "I'm well acquainted with the Tidewater area—and I sense a difference in the attitudes and movement of your people. You had better fill me in on a few of the things I should know about your town."

"At first glance, this appears to be completely a railroad town—and I say that in the favorable sense of the term," replied the host. "The evidences are all around you. Across the street are the headquarters buildings of Norfolk & Western. In the other direction are the N. & W. shops, in which most of its locomotives and much of its rolling equipment is manufactured. Last night I met you at N. & W.'s modern passenger station, and you came up from the coast in one of their crack trains."

"Is all this the basis of your local economy?"

"Definitely not. Newcomers soon find a widely diversified pattern of trade and industry. Roanoke is headquarters for Shenandoah Life Insurance Company, and Appalachian Electric Power Company. Across town are the main lines and yards of Virginian Railway, an important link to the coast with the mines west of us."

"Overall transportation has played a great part in our emergence as a regional trade center. Ever since Colonial days this site at the bottom of Shenandoah Valley has been the 'crossing of the ways.' In addition to the railroads, an extensive network of highways has developed, and more than 20 large motor freight lines have headquarters or terminals in the metropolitan area. Woodrum Field, Roanoke's modern municipal airport, is fast approaching the time when instrument landing service will serve the field. American, Eastern and Piedmont Air Lines now operate 38 scheduled flights daily."

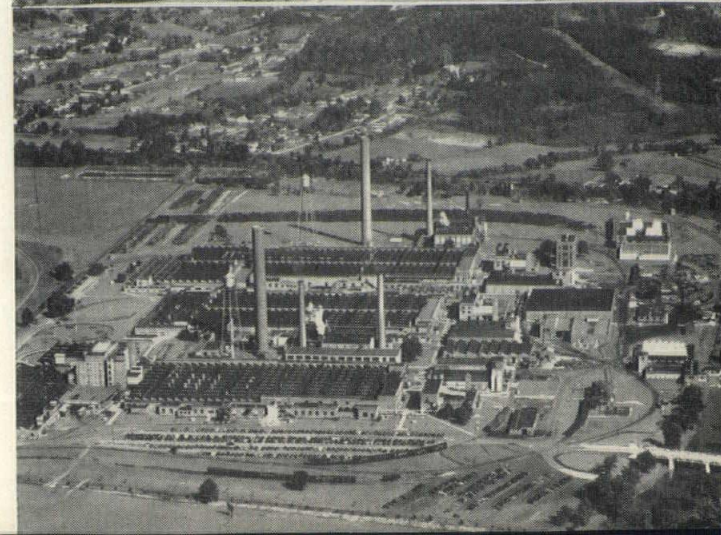
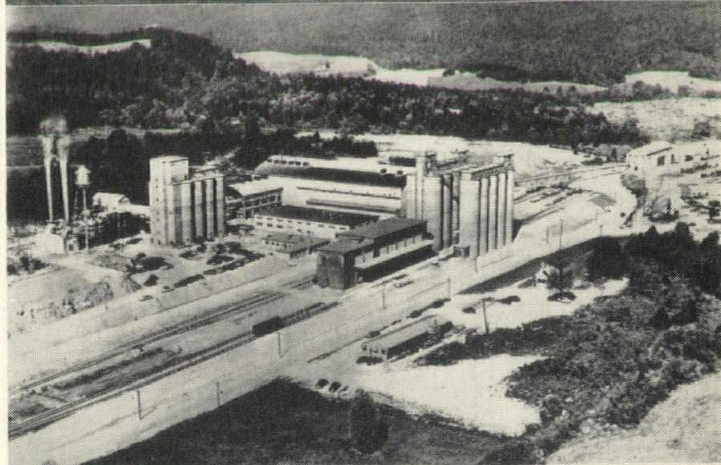
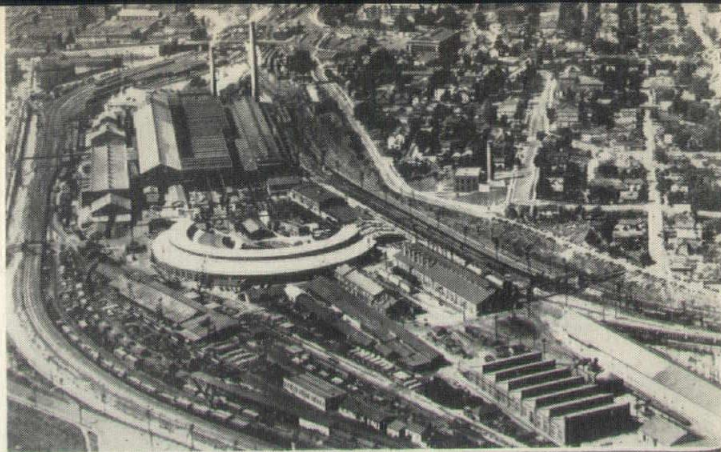
"N. & W. is our biggest employer. Next in size is American Viscose, which built its first synthetic fibre plant in the South here about 1917. Third largest employer is General Electric, which is staffing a new plant."

"Do those three manage to corner your available labor supply?" asked the industrialist.

(Continued on page 15)



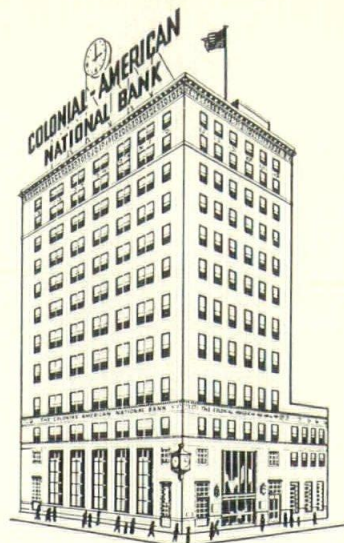
Photos from top to bottom show: Norfolk & Western's locomotive and car shops. Roanoke is N & W's headquarters and the city's largest employer. General Electric's Industry Control Department. This is their main plant and headquarters. Lone Star Cement Corporation's growing operation just north of Roanoke in Botetourt County. A new kiln will greatly increase the plant's capacity. Headquarters building and home office of Shenandoah Life Insurance Co. Founded in 1916, Shenandoah converted to a mutual life insurance corporation last year. Roanoke's giant American Viscose plant was the first producer of synthetic yarn in the South. (Avisco photo by Flournoy, State Chamber of Commerce. Others, courtesy Roanoke Chamber of Commerce.)



IN ROANOKE...

Colonial-American offers you all the advantages of complete banking facilities, plus personal interest and able assistance in meeting your financial needs.

2 CONVENIENT LOCATIONS
Jefferson St. at Campbell Ave.
Williamson Rd. at Huntington Blvd.



THE Colonial-American

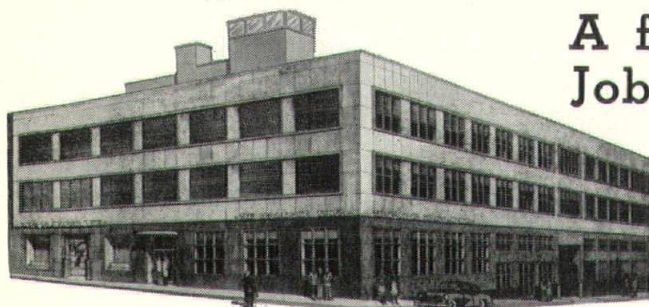
NATIONAL BANK of Roanoke

Member Federal Deposit Insurance Corporation
Member Federal Reserve System



HELPING YOU TO LIVE BETTER ELECTRICALLY

A few of our Representative Jobs in the Roanoke area:



Newly enlarged plant of The Times-World Corporation

Agents for Westinghouse heating and air-conditioning equipment.

Newspaper, Television & Radio building, Times-World Corp.; TV & FM Transmitter building, WDBJ-TV, Poor Mountain; Street lighting and Traffic Signal Systems, Roanoke's new viaduct; Television and Radio Studio building, WSLs Radio & TV Center; Department Store, Miller & Rhoads, Inc.; Office building, First Federal Savings & Loan Association; Freight Car Shop, Norfolk and Western Railway Company; Wood Preserving Plant, Koppers Company, Inc.; Bank Modernization, Colonial-American National Bank; Machine Shop, Walker Machine & Foundry Company; and over 1,000 miles of line built for Appalachian Electric Power Company.



DAVIS H. ELLIOT CO., INC.

ELECTRICAL CONTRACTORS • ROANOKE, VIRGINIA

"There are some big ones I haven't named yet. Kenrose Manufacturing Company in the apparel field employs over 1,000 persons locally and has two plants in nearby towns. American Bridge Division of U. S. Steel is an oldtimer here. A few of the other larger employers are Yale & Towne; Roanoke Mills and their knitwear plants; two factories of Burlington Industries; C. & P. Telephone Company; and Johnson-Carper Furniture Company. In all, over 280 industries and utilities operate in Greater Roanoke."

The substance of the above conversation takes place many times annually, usually involving representatives of national concerns that are constantly studying rapidly developing markets and the natural trade centers that serve them. Serious attention is now being directed to Roanoke Valley on that basis.

Much of Roanoke's postwar prosperity is typified by General Electric's activity in building the main plant and headquarters of its Industry Control Department in Roanoke County. This modern 650,000 square feet of factory and product development space is being tooled up and staffed preparatory to full production early in 1957. It is expected that employment will soon approach the 2,000 mark, which will mean more than \$8 million new annual payroll dollars for the Valley.

LOCAL FIRMS EXPAND

Encouraging proof of prosperity in existing industry locally are the recent announcements of sizable plant expansions for more than 20 local firms. A multi-million dollar plant addition to Lone Star Cement Corporation is nearing completion; N. & W.'s East End shops will soon have a million-dollar addition in operation. Other significant expansions, or new plants, include structural additions at American Viscose; added space at two major furniture plants; a paper container plant; a new small steel mill, utilizing an electric furnace; a Koppers Company wood preserving plant; and multi-million dollar programs for several utilities serving the Valley. Ritter Lumber Company, reputed to be the world's largest producer of Appalachian hardwoods, recently moved its headquarters from Columbus, Ohio to Roanoke. A two-story building now under construction will house the executive offices. Space here does not permit mention of a number of other important developments.

One of the unsung heroes of Roanoke's postwar growth is Roanoke Valley Development Corporation, an area development agency sparked by a fund

to tell the Virginia Story



Roanoke's Municipal Airport, Woodrum Field.

of approximately \$125,000 subscribed by businesses and industries throughout the Valley. The affairs of the Corporation are guided by a nine-man Board of Directors elected by the stockholders.

Since its formation in 1953, Walter G. Stephenson, local insurance executive, has served as president of the Corporation and most of the credit for its formation goes to him. Stephenson served as president of Roanoke Chamber of Commerce in '52, and initial plans for RVDC were made during his administration.

Efforts of the Development Corporation tie in with those of the several other area development agencies operating in and from Roanoke. With headquarters in the city, the staffs of Norfolk & Western, and Appalachian Electric Power Company find the Corporation a useful tool. In turn, Virginian Railway, the Industrial Department of Roanoke Chamber of Commerce, and the several alert financial institutions in Roanoke and the Town of Salem combine their talents to build the Valley's economy. The Public Utilities Association of the Virginias is headquartered in the city. The industrial staffs of Virginia State Chamber of Commerce, and

the Virginia Division of Planning and Economic Development often help out with prospects looking for Western locations.

The Development Corporation is performing a number of services which further the industrial and commercial development of the Valley. Much of the effort is concentrated on acquiring or controlling desirable industrial sites throughout Roanoke County and adjoining areas. Although empowered to perform other functions, such as the construction of new factory buildings for lease to desirable tenants, or the right to extend financial assistance to companies needing that type of help, RVDC intends to stay primarily in the field of conserving the Valley's remaining tracts that are prime factory or warehouse sites.

Without benefit of publicity, the Corporation engages in other activities that expedite the plans of potential Roanoke firms. Industrial properties have been optioned in the name of RVDC in order to make them immediately available to purchase. The assets of the Corporation, in several cases, have been especially helpful in guaranteeing essential services to industrial

(Continued on page 48)

One of two multi-story parking garages located near opposite edges of Roanoke's downtown area. The capacity of the two garages totals 1,000 off-street spaces.

(Roanoke Chamber of Commerce photo)



NIGHT RIDE TO PROGRESS

By BEN F. MOOMAW

Managing Director Roanoke Diamond Jubilee—1957

THE TURNING POINT in the lives of the people of Big Lick, Va. was a "Paul Revere" ride on a night in 1881. The ride, however, was not to spread alarm, but enthusiasm . . . enthusiasm which brought into being a year later the beginning of metropolitan Roanoke.

That rapid horseback trip was to Lexington. And the rider, "a gentleman from Cloverdale," carried with him \$10,000 in personal pledges—pledges made by spirited citizens to the Shenandoah Valley Railroad in exchange for making Big Lick its terminal in Western Virginia.

The ensuing junction of the Shenandoah Valley line and the Norfolk and Western made Big Lick in the fullest sense of the word. And, in 1882, foreseeing what the future held, the 1,000 residents of Big Lick dignified their coming city by christening it Roanoke . . . a name closely allied with the settling and growth of America.

Justification of their faith in the then-fledgling city is found today in Roanoke's metropolitan area which embraces 145,000 people.

Because Roanoke is a city that is justly proud of its heritage, next February will see the start of a months-long observance marking its Diamond Jubilee.

"Seventy-five years young" is no mere figure of speech in this case. Roanoke is an infant by comparison with other cities in the South, but such a lusty infant!

Minding its heritage, Roanoke keeps hammering the iron for a better cultural and industrial future. It is a city that has become an intellectual center, but with an excellent share of industrial enterprises. It is a city which has put on modern attire without shedding its ageless obligations to the church, the school and the home.

Begun as a railroad town, it pays continued respect to that industry, but it is not a "railroad town" in the accepted sense of the words. Rather, its diversified industries and businesses have created a cosmopolitan air disassociated

with memories of cinders and soot.

Perhaps the best single indication of this is the magnificent Hotel Roanoke, which has more conventions annually than any other hotel in Virginia!

Roanoke is the industrial, financial, wholesale and retail capital of Western Virginia. It consistently attracts "blue ribbon" industries in the class with General Electric Company.

The Roanoke metropolitan area also is a medical center. It has seven hospitals, including the massive Veterans Administration Facility, and a number of nursing homes. Two of the hospitals—new within the past year—are considered to be among the most modern in the South.

Woodrum Field makes Roanoke easily accessible from any point over three airlines—Piedmont, Eastern and American—with charter service available to points in Western Virginia, West Virginia and North Carolina.

Its two railroads, the Norfolk and Western, and the Virginian, and two bus lines, Greyhound and Trailways, combine with the airlines to provide any type of transportation desired. And, of course, Roanoke is bisected by the Blue Ridge Parkway and U.S. Route 11, second most heavily traveled highway in Virginia.

From February 3, 1957—75 years to the day when Roanoke came into being—through the last of June, people of the city and county and adjacent towns will be staging the greatest celebration this area has ever known.

It will be replete with the re-enactment of historic occasions, a pageant, a Jubilee Queen contest, historic displays, parades, industrial exhibits, open houses by business and industry, a mass religious-civic service for rededication, a home-coming and entertainment features for all ages.

These and other attractions will bid you welcome to the "Star City of the South" in its Diamond Jubilee Year.

With the Jamestown celebration in the East and Roanoke's anniversary in the West, all Virginia will be a playground for natives and tourists in 1957.



BENJAMIN FRANKLIN MOOMAW, Managing Director of the Roanoke Diamond Jubilee, was executive director of the Chamber of Commerce for 30 years (1923-53) during which time he was an integral part of every activity to promote the growth and development of Roanoke. Born in Botetourt County, he will, during Roanoke's Jubilee year celebrate his own 79th birthday. It was his father, John C. Moomaw, one of the promoters and later vice-president of the Roanoke and Southern R.R., who made the famous ride mentioned in his article. Mrs. Moomaw is the former Hattie Godwin Simmons, and they have four children.

ADVANCE FORECAST—JUBILEE CELEBRATION EVENTS

FEBRUARY 3, 1957

Residents and former residents of 75 years and longer to be honored on the anniversary of the naming of Roanoke.

Recognition of the historic meeting at Rorer Hall, April, 1881, where pledges were raised making Big Lick a railroad terminus for the Shenandoah Valley Railroad.

MARCH, APRIL, MAY, 1957

City-wide contest for selection of a Jubilee Queen.

JUNE 16, 1957 (Sunday)

Church Day—Home-Coming.

JUNE 17, 1957 (Monday)

Historical displays and antique exhibits in retail stores and banks (all week).

School Parade, Bands, etc.

Opening of Industrial Exhibit.

Diamond Jubilee Ball—Crowning and Presentation of Queen and Court.

Diamond Jubilee Pageant (first showing).

JUNE 18 AND 19, 1957 (Tuesday and Wednesday)

Railroad Days — Completion of Shenandoah Valley Railroad and first train.

Diamond Jubilee Parade.

Diamond Jubilee Pageant.

JUNE 20, 1957 (Thursday)

Roanoke County Day and Parade.

Industrial Exhibit.

Diamond Jubilee Pageant.

JUNE 21, 1957 (Friday)

Surrounding Counties Day.

Tours of downtown Roanoke and Open House at banks, merchants, industries.

Industrial Exhibit.

Diamond Jubilee Pageant.

JUNE 22, 1957 (Saturday)

Farmer's Day.

Farmer's Market Exhibits, etc.

Judging displays—banks, stores.

Square dance contest.

Industrial Exhibit.

Diamond Jubilee Pageant (last showing).

JUNE 23, 1957 (Sunday)

Parade.

Mass religious-civic services at Stadium.

CUNNINGHAM CORE DRILLING & GROUTING CORP.

Cast-in-place concrete piles for WSLs-TV

Test core drilling and grouting under

Miller & Rhoads Foundation

Featured in this issue



Roanoke Is Tops For Tourists and Conventions



(National Park Service)

By JACK M. GOODYKOONTZ
Assistant to the Executive Director,
Chamber of Commerce

*A breath-taking view of the incomparable
Blue Ridge Parkway near Roanoke.*

JACK M. GOODYKOONTZ, Assistant to the Executive Director Roanoke Chamber of Commerce, is a native Roanoker. He attended public schools and college in West Virginia and studied Chamber of Commerce Administration at the University of North Carolina and Northwestern. Prior to becoming associated with the Chamber in 1953, he was a Supervisor of Recreation in Kentucky, in Radford and later a Tax Consultant in Harrisburg, Penn. He served in the Navy during World War II. He is currently President of the Blue Ridge Parkway Assn; Vice-president, Roanoke Optimist Club; Secretary, Virginia Assn. Chamber of Commerce Executives and member, Roanoke Advertising Club. His hobbies include photography, golf and crafts. Married to the former Helen Farper, he has one son, Richard Duff.

BEING THE THIRD largest city in Virginia has its compensations trade-wise, because Roanoke is a shopping center for an 18-county area. However, approaching the economic importance of trade volume comes the cornucopia of tourists and conventions.

Blessed by nature, fate, and the foresight of strong-thinking business leaders, Roanoke, in its 75-year history, finds itself strategically located as a crossroads of transportation. This in itself brings to the city throngs of travelers who stop either by choice or by convenience.

From the great industrial northeast come hundreds of thousands of vehicles pouring down U.S. Highway No. 11 through the Shenandoah Valley headed toward the deep south. Those who have planned a through trip, find Roanoke a good one day drive from Pittsburgh, Washington, Philadelphia, Baltimore, and even New York. It is here they find rest in some of the country's most modern motor courts, and sate their appetites at the several convenient and renowned restaurants.

The more leisurely bound travelers will have stopped in the valley to view the magnificent scenery, explore a

noted cavern, take in the historical lore of a famous old college, and stand entranced in the shadow of Virginia's Natural Bridge. Next point of destination is again—Roanoke.

Tourists also arrive in Roanoke from the east over route US 460 from Norfolk, Richmond, and Lynchburg. They come from the Carolinas and Florida along US routes 220 and 221. And from the blue grass state of Kentucky, the plains of Ohio and Indiana, and the coal-rich mountains of West Virginia, come travelers by way of US 460, US 220, and state route 311. Roanoke gets its share of all this business.

Perhaps second in importance as a travel artery is the unique Blue Ridge Parkway. This National Park Service facility has its beginning in Shenandoah National Park at Waynesboro, Virginia, and traverses a scenic route of some 488 miles—deep into the Great Smokies of North Carolina. It averages nearly 3,000 feet above sea level throughout its spectacular length.

At present, the Parkway has not been completed around Roanoke, so great numbers of the four and a half million annual visitors come through the city.

Roanoke is the antithesis of most of the Old Dominion. It has little historical lore and relatively few natural attractions within its bounds, yet, as a bustling young city it offers the visitor an increasing choice of good shopping, services, and entertainment.

Things worth seeing in and around the Star City include the star itself, from whence comes the title. Towering

100 feet above the top of Mill Mountain, the huge man-made star is lighted nightly by 2000 feet of neon tubing.

Mill Mountain is also an attraction. It lies wholly within the corporate limits of the city, is 2000 feet above sea level, and from its perch 1000 feet high, provides an unobstructed vista of the sprawling Roanoke valley. The mountaintop is reached by a paved road and there one finds a public park complete with overlooks, picnic tables, a recreation center, and a municipal children's zoo.

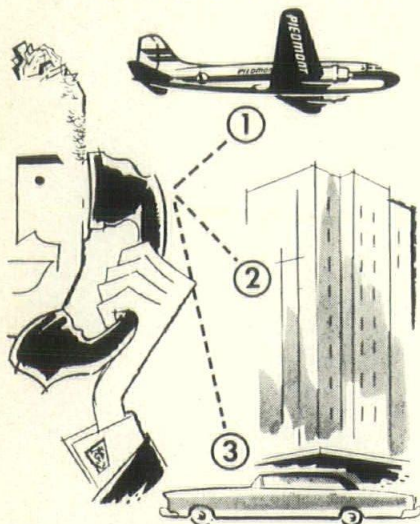
Ninety thousand people seasonally take great delight in the Mother Goose storybook settings which house young domestic and wild animals in the zoo. A miniature railroad encircles the zoo area and its engine is a replica of a Norfolk and Western steam passenger locomotive.

In a metropolitan area with a population of 145,000, one would expect to find many varieties of entertainment and recreation at any season.

Selection of film showings may be made from among 17 theater and drive-in movies. Lakeside, an amusement park, provides no end of fun for young and old alike. Golfers may test their prowess on four courses, or practice their shots on several driving ranges. Swimmers also have a choice of a half dozen pools, some of which are filled from cool mountain streams. Other commercial recreation includes miniature golf, billiards, bowling, boating and fishing.

Both Roanoke and Salem operate year-around municipal recreation pro-

Just ONE CALL
does ALL THREE

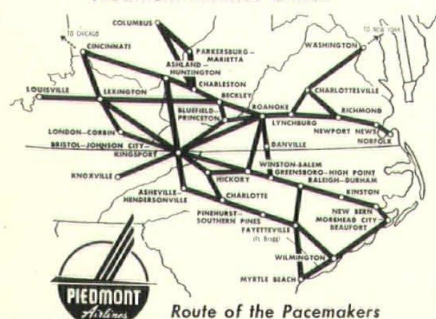


- ① Air Travel Reservations
- ② Hotel Reservations
- ③ Car Rental

You can take care of virtually all of your travel arrangements with a *single* phone call to your Piedmont Airlines office! Yes, your friendly Piedmont agent will do more than help plan your trip and make your air travel reservations! He will also arrange to have a rental car awaiting you at your destination. And he will make and confirm hotel reservations for you at any city on the Piedmont system. Take advantage of these helpful Piedmont services the next time you travel the "Route of the Pacemakers."

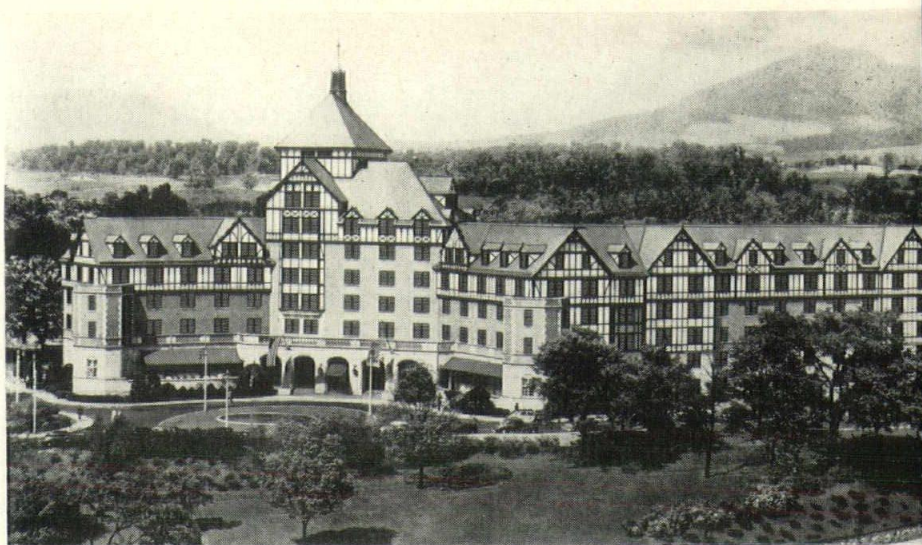
And don't forget the Piedmont Family Plan is effective Tuesdays, Wednesdays and Thursdays! Mother and the youngsters in the family, under 22, can fly for half-fare on these days when Dad buys a full-fare ticket. It's the economical way to travel!

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PIEDMONT
Airlines

Serving More Virginia Cities
Than Any Other Airline



One of the South's outstanding convention hotels, The Hotel Roanoke will play host during this year to some 50,000 delegates attending 150 conventions and all-day meetings. Resembling a Swiss chalet, the hotel still retains the lines of the original building.

grams. In season, the public may attend many activities such as baseball, sandlot football, softball, basketball, tennis and golf tournaments, and other park functions. The whole area abounds in picnic facilities from riverside to mountaintop locations. Roanoke's municipal stadium and athletic field is the scene of several college and high school football games including the VMI - VPI Thanksgiving classic. The Roanoke Fair, a horse show, and big league baseball exhibitions are among the other uses of the facilities.

The American Legion Auditorium adjacent to Hotel Roanoke serves the area as the largest indoor arena for meetings and shows of all types. Ice shows, indoor circuses, name-band pub-

lic dances, wrestling and boxing exhibitions, stage shows, and large group activities keep the auditorium in almost constant use.

Visitors wishing to make Roanoke their base of operations, can follow several one-day automobile tours which will reveal a variety of interesting attractions. Within a radius of 75 miles can be found unrivaled scenery, natural wonders such as caves, rivers, lakes and mountains, and historical landmarks bridging 250 years of Virginia's growth.

Roanoke's increasing importance as a convention center is a tribute to its excellent facilities and the hospitality of its people. During 1956, fifty thousand

(Continued on page 68)

Children lined up to see "The Old Lady Who Lived In A Shoe" at the Children's Zoo atop Mill Mountain, one of several such attractions that draw an estimated 90,000 annual visitors to Roanoke.



Roanoke— A County of Diversified Living

by

DAVID F. THORNTON

Editor, Salem Times-Register

IN 1957 ROANOKE CITY will celebrate her 75th birthday; in 1952 Salem was twice this age; Vinton was 72 this March and Roanoke County is 116 years young this year. And we say YOUNG advisedly because the spirit of those early pioneers is as vital, as forthright, as eager in its search for growth and progress as it was when the first white man entered the valley.

Roanoke County has come from a backwoods frontier outpost to a great community, among the highest in the Old Dominion in rank. It has weathered six wars, one boom, numerous depressions, and great scientific progress. Human life itself has multiplied from a few hundreds in the late 1700's to more than 50,000 in the county at present.

Salem is the oldest town in the county and the largest incorporated town in Virginia with a population of over 11,000. Thirty-four years before the county was formed, James Simpson's frontier village was laid out in what was then the western end of Botetourt County. It was two and a half blocks long and two blocks wide. Today its boundaries follow in a remarkable fashion the lines of "Richfield Plantation," a land grant made in 1761 to Salem's great Revolutionary War hero and famed Indian fighter, General Andrew Lewis. Salem has been the county seat of Roanoke County since its organization in 1838.

The story of Salem during the past 152 years is that of a typical American county seat. Its name is said to derive from the Bryan family who migrated from Salem, New Jersey. Incidentally, Daniel Boone married Rebecca Bryan of this same family. There was a boom almost as soon as Susannah Cole purchased the first lot in 1802. The Roanoke Navigation Company was formed to improve the Roanoke River by constructing a series of sluices and dams so that flat bottom boats would come inland from the sea. The first bateau to arrive in Salem proved to be the last. It was the first of many booms and busts typical of America's growing pains. But each bust represented the unquenchable



Aerial of Vinton. William Byrd High School can be seen just left of upper center and the elementary school in the immediate foreground. Between these two points is Vinton's modern though small business district.

thirst for progress, vision and courage, and each venture contributed to the long haul forward.

Today Salem stands on the threshold of economic and physical development. This time, however, the community is able to absorb the impact with confidence. The way is being paved with care: zoning, improved public utilities, a strong fiscal structure, and well-founded optimism. Salem is well pleased with the diversification of its industries. None are of the seasonal type and each has contributed heavily to the even flow of payrolls and the economic stability of the community. They include such activities as the manufacture of ciga-

rette machines, furnaces, furniture, concrete products, candy, leather, brick, full fashioned hosiery, elevators, household chemicals, machinery, women's garments, and other industries of various types.

Among these should be noted the Salem Foundry and Machine Works, conceived by a native son with faith in the town's economic future. They are manufacturers of the well known Salem elevators and of all highway markers in Virginia. The marker on Bedloe Island with its information about the Statue of Liberty came from this plant.

Rowe Furniture Corporation, manu-
(Continued on page 66)



(Goodwin-Gentry Studio)

Members of the Roanoke County Board of Supervisors: seated, left to right—W. E. Cundiff, chairman; M. R. Keffer; Roland H. Clark, and E. G. Terrell, vice-chairman. County Executive Paul B. Matthews stands behind the group.



*First National
was born in 1882, too!*

Roanoke and The First National Exchange Bank were chartered the same year and have developed together. During the intervening seventy-five years, Roanoke has grown in population from 2,500 to 100,000. The bank opened with capital of \$100,000, which has increased to \$2,000,000, and has total assets today of nearly \$100,000,000. The present bank is the culmination of several bank mergers. The First National Bank consolidated with The National Exchange Bank in 1926. The National Exchange previously had purchased the Century Banking & Safe Deposit Company and the Peoples National Bank of Roanoke. First National Exchange has continued through the years to be Roanoke's most popular bank, as is evidenced by its leadership in the financial affairs of the city, its businesses and industries, and its people. First National Exchange will strive to maintain this enviable position in the years ahead, by continuing its policies of service to the community, soundness in financial methods, and a willingness and eagerness to seek new ways to meet the needs of the times.

THE
First National Exchange
BANK of Roanoke

Jefferson at Campbell 3625 Williamson Road 1323 Grandin Road

Member Federal Deposit Insurance Corporation

BANKING IN ROANOKE

By E. H. OULD, President,
First National Exchange Bank

The four strongly capitalized and ably managed Roanoke banks give little evidence of the exciting history of Roanoke financial institutions.

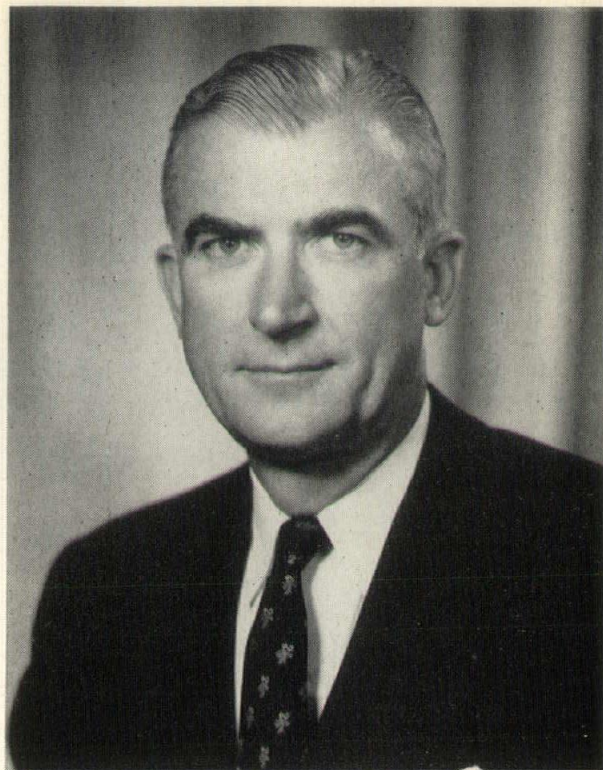
Bank failures, mergers and consolidations were routine events in the early years of the city. From 1881, with the organization of the first bank in the town of Big Lick, until 1920, charters were granted to 23 commercial banks. At that time, five banks had failed, 12 had merged, and six remained open for business.

For the past three decades, however, there have been few corporate changes in the Roanoke banking scene.

Roanoke banks have long recognized their responsibility to furnish credit for the expanding needs of business and individuals in a growing city. The never-ending banking process of utilizing the savings of a community to provide facilities for future growth has contributed significantly to business development in the Roanoke area. With present banking resources in excess of \$150 million, Roanoke is widely recognized as an important financial center.

Roanoke's oldest commercial bank, The First National Exchange Bank, operates under the charter of the old First National Bank, dated June 24, 1882. With capital of \$50,000, The First National Bank opened for business on July 15, 1882, under the leadership of

EDWARD HATCHER OULD, president of the First National Exchange Bank of Roanoke and vice-president for Virginia American Bankers Assn., is a native of Middlesboro, Ky. A graduate of Jefferson High School, Roanoke, Washington & Lee University and the Graduate School of Banking, Rutgers University, Mr. Ould is a director in the Y.M.C.A., Roanoke Symphony Orchestra and Times-World Corporation. He is a member of the Board of Visitors, V.M.I., and Board of Trustees, Roanoke College. Also the Rotary Club, Raleigh Court Methodist Church and Kappa Sigma Fraternity. During World War II he served as a Lieutenant in the Navy. Married to the former Madolyn Airheart, they have a son, Edward III, and a daughter, Mary Robertson. (Deyerle Studios)



H. S. Trout, President. The bank merged in 1926 with the National Exchange Bank which was organized in 1889 by T. T. and J. B. Fishburn. It subsequently merged with or purchased the assets of a goodly number of local banking institutions and now has resources in excess of \$90 million and has become fifth largest bank in the state.

The Colonial-American National Bank is an outgrowth of the Colonial Bank and Trust Company, organized in 1910 with initial capital of \$300,000. A series of mergers, from 1920 through the 1947 merger with The Liberty Trust

Bank, has brought Colonial-American National Bank to be Roanoke's second in size with resources, reported by Harold G. Robertson, president, in excess of \$38 million on the last annual statement date.

The Mountain Trust Bank will observe its thirty-seventh anniversary this year. Starting on December 15, 1919, with capital of \$600,000, the Mountain Trust merged in 1930 with the Peoples Bank of Vinton, and at the end of last year had resources of more than \$27 million. Thomas C. Parsley

(Please turn the page)

FRANKLIN COUNTY

Salutes

ROANOKE

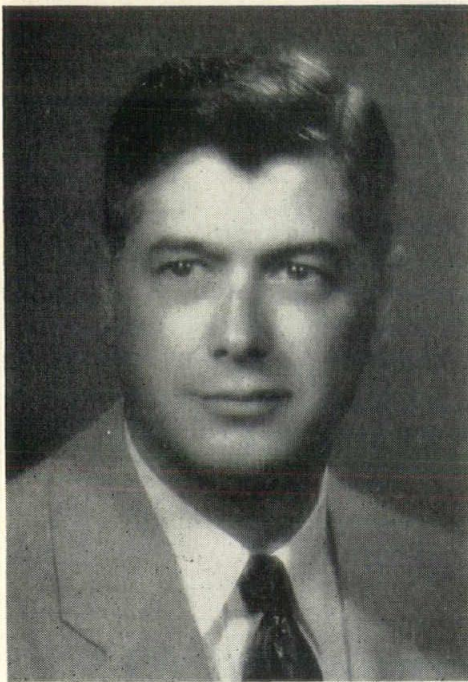
ON THE OCCASION OF HER 75TH BIRTHDAY

We are proud to be a neighbor of this great city and to share with her the overall growth and development of this region.

FRANKLIN COUNTY

invites visitors to Roanoke to come to FRANKLIN COUNTY and discover the many reasons we believe we are one of Southwest Virginia's BEST counties

THE BOARD OF SUPERVISORS, FRANKLIN COUNTY, VIRGINIA



LEWIS P. THOMAS, vice-president and manager Roanoke office, The Bank of Virginia, a native of Roanoke County, has been with the bank since graduation from Roanoke College except for three years in the armed services during World War II. He is presently serving as a director and treasurer of the Roanoke Symphony Society, director Y.M.C.A., director and assistant treasurer Roanoke TB Association, secretary Roanoke Sales Executive Club, and vice-president Roanoke Association Credit Men. Married to the former Minnie King Bass, he has two sons.



is President.

The Bank of Virginia with home offices in Richmond operates one branch in Roanoke. The local office, an outgrowth of the former Morris Plan Bank of Virginia, was established in 1928 and is now under the direction of Vice President Lewis Thomas.

Also in the Roanoke financial scene are three federally insured savings and loan associations. The Peoples Federal Savings and Loan Association, The First Federal Savings and Loan Association,



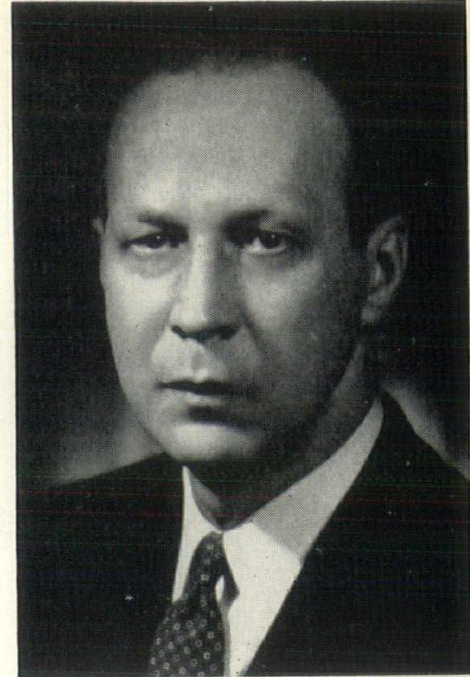
HAROLD G. ROBERTSON, President of the Colonial-American Bank, has been with the bank since 1922 and its president since 1947. He is Chairman of the Board Virginia Baptist Children's Home, and a director of both Old Dominion Fire Insurance Co. and Shenandoah Life Insurance Co. Married to the former Amelia Harveycutter, they have two sons, William H. and Frank P., both civil engineers.



and the Southwest Virginia Savings and Loan Association, with combined resources totaling more than \$30 million, have provided a substantial portion of credit needed to finance the rapidly increasing number of new homes.

One of the measures of activity in commercial banking is the total of bank debits—the total dollar amount of checks written by the customers of all banks. Bank debits of the Roanoke Clearing House have increased from \$786 million in 1946 to \$1.7 billion in 1955. This latter figure is a fairly accurate indication of the volume of business carried on in the Roanoke community—business handled through the local banks.

The record of service in Roanoke banks is not found entirely in the financial statements. The managements of



THOMAS C. PARSELEY, a native of Richmond where he started his banking career with the Planters National Bank, has been president, director and chairman of the Executive Committee of the Mountain Trust Bank since 1951. During World War II, he served as Major, Finance Corps, United States Army. He is a director Eastern Life & Casualty Co., CDC Industrial Loan Corp., and Commonwealth Discount Corp. all of Richmond, and the Engleby Auto Supply Company, Roanoke. He is a past president of the Roanoke Chamber of Commerce. (Deyerle Studios)



local banks have given generous personal and financial support to major civic activities.

While Roanoke banks are proud of their achievements, they give no indication of resting on past laurels. Ever aware of their dual responsibility of providing a safe depository for funds of the community and of the need for putting that money to work for the community, the banks are confident that they have the resources and the ability to aid the further economic growth of the area.



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ALL KINDS
Fine Mill Work A Specialty
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**RIDE TRAILWAYS
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FROM ROANOKE TO ANYWHERE

via **TRAILWAYS**

Through express service in new luxury buses, featuring lavatories and air-ride, air-conditioned comfort to New York, Knoxville, Memphis. Through service to Birmingham and Cincinnati and connections to all parts of the country.

An example of TRAILWAYS fine thru-liner service:

Leave Roanoke any evening at 7:30 P.M.—Arrive in the heart of New York at 7:30 A.M.—in time for breakfast.

TRAILWAYS

Let's Keep Virginia Highways Safe

Fleet Master Motor Lines

SALEM, VIRGINIA

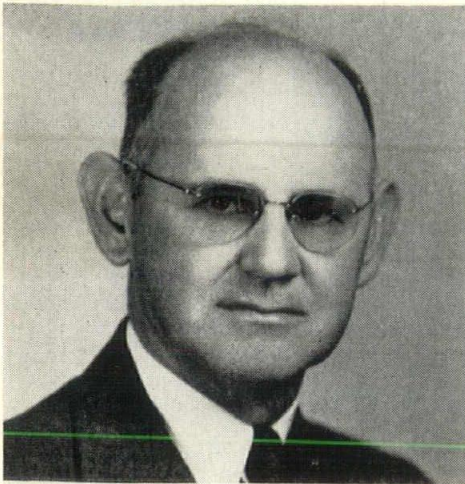
"For Better Transportation"

Roanoke Parade

IT'S ALWAYS HARD to single out a few people for special mention in any community. In a town the size of Roanoke it's doubly hard. But each city or town or village has its leaders, the ones you think of first when you start ticking off accomplishments.

In our list there were a few we wanted to picture but could not get either pictures or information for various reasons . . . people like Mrs. Odessa Bailey, a former judge of the Domestic and Juvenile Relations Court with an enviable record of service to Roanoke . . . and Judge Dirk A. Kuyk of the Hustings Court since 1945 . . . no one ranks higher in the affections of the people of Roanoke. We wanted Mr. Leo Henebry and Blair J. Fishburn, president of the Roanoke Recreation Association. And certainly deserving of mention are people like Edward C. Moomaw of the Retail Merchants Bureau, Ralph E. Mills who built a section of the famous Skyline Drive and established a foundation in 1940 to give promising boys a chance at university training . . . the list is long and illustrious.

Roanoke is a new town . . . its people come from everywhere but many native sons and daughters are still here. They're proud of their town, of its vision and young ideas, of being 75 years young and growing so fast they can hardly keep up with the place . . . and still retaining the common touch, the friendly greeting.



G. L. FURR, vice president and general manager, Appalachian Electric Power Company, joined the company as an operating engineer in the Bluefield division in 1916, shortly after graduation from VPI. He continued there until 1946, except for 21 months in the Army during World War I and about a year with General Electric Company on an exchange basis. He moved up in the company until in 1943 he became Bluefield division manager. He became assistant general manager of Appalachian in 1946 and was named vice president and general manager of Appalachian in 1952. He is a member of the board of directors of Appalachian, Kingsport Utilities, Central Operating Company (Philip Sporn Plant), Radford Limestone Company, Kanawha Valley Power Company, American Gas and Electric Service Corporation and Ohio Valley Electric Corporation. He is also Rector of the Board of Visitors of VPI; member, executive committee, the board of directors and past president Public Utilities Association of the Virginias; a director, Southeastern Electric Exchange, the Roanoke Area Council of the Boy Scouts of America, and S. H. Heironimus Company, Inc. He is a member St. John's Episcopal Church, the Roanoke Rotary Club, the Shenandoah Club and the Roanoke Country Club. Mr. Furr is also past president of both the Roanoke and Bluefield Chambers of Commerce. Last year he was named "Boss of the Year" by the Roanoke Junior Chamber of Commerce. Mr. Furr is married and has two children. (Davis Photo Co.)

HAZEL K. BARGER (MRS. RAYMOND O.), first woman to ever head a political organization in Roanoke, has been active in the Republican Party for several years, having served as president Roanoke Republican Women's Club and the City Committee. This year, elected a delegate to the national convention, she was appointed to the Platform Committee. Mrs. Barger is a past president of her garden club, the Williamson Road Women's Club, and has served as district officer in both the Virginia Federation of Women's Clubs and the Virginia Federation of Garden Clubs. She is a member of the Board of Directors Mental Health Society and the YWCA, active in The League of Women Voters, Music Club, Symphony Orchestra Auxiliary; Lewis Gale Hospital alumnae; Central Council PTA. She has a son 17 and a daughter 13. (Photo Deyerle Studio)



STUART T. SAUNDERS has just been named executive vice-president of the Norfolk & Western Ry. Born in McDowell County, W. Va., he grew up in Bedford and graduated from high school there in 1926. After receiving an A.B. from Roanoke College, he worked a year for the Virginia State Highway Commission, then entered Harvard Law School where he received his degree in 1934. He joined the Washington law firm of Douglas, Obear & Campbell, later becoming a partner. Mr. Saunders came to the railway as assistant general solicitor in 1939, advanced to assistant general counsel, and was appointed general counsel in 1951, the youngest man to hold that job in N. & W. history. Active in professional and civic groups, Mr. Saunders is state delegate and member of the American Bar Assn. House of Delegates; a member, board of trustees Roanoke College; has served as president, Virginia State Bar; president, Roanoke Chamber of Commerce; member, Roanoke City Charter Commission; chairman, Roanoke County Red Cross; chairman, the regional coordinating committee, Red Cross Blood Center; president, Roanoke City-County Public Forum and president of the Roanoke Rotary Club. He is a vestryman of St. John's Episcopal Church.



PAUL CHALMERS BUFORD, native of Mississippi, attended public schools and colleges there and in Tennessee. He received an AB from Washington and Lee and an LL.D from the University of Virginia, then began practice of law in Roanoke in 1915. He became president of the Shenandoah Life Insurance Company in 1939. Mr. Buford is a member of the Roanoke, Virginia State and American Bar Assns., the American Judicature Society and a past president of the Roanoke Bar Assn. He is a member Kiwanis and Shenandoah Clubs, the American Legion, Military Order of the World War, and the Second Presbyterian Church. He is a trustee of Roanoke Hospital Assn., has served as president of Hospital Development Fund (Burrell and Memorial), of Hollins College, and the Community Fund. Married to the former Anne Warren of Evanston, Ill., they have four children. (Photo Gilbert Studio, Roanoke)



J. D. LAWRENCE, Roanoke division manager of Appalachian Electric Power Company, is a veteran of 33 years' service. He joined the Kentucky Power Company, sister company of Appalachian, at Sprigg in 1923 as a meterman. In 1928 he was promoted to Williamson, W. Va., district manager and to Logan, W. Va., district manager in 1943. He came to Roanoke in 1946 as assistant division manager, and was promoted to division manager in January 1956. Mr. Lawrence graduated in 1922 from the University of Pennsylvania with a degree in electrical engineering. He is a member of the executive committee of the Blue Ridge Council of the Boy Scouts, a member of the Roanoke Advertising Club, Rotary Club, Chamber of Commerce, Eta Kappa Nu Fraternity, Roanoke Country Club, Shenandoah Club, the Virginia State Safety Council and the American Institute of Electrical Engineers. He is a member of the board of directors, American Gas and Electric Service Corporation. He is chairman of the space sales and concessions committee and a member of the executive committee of the Roanoke Diamond Jubilee. Mr. Lawrence is married, a member of St. John's Episcopal Church and a former member of the vestry. (Photo, Carlton Strickland)



Like the president and publisher of Times-World Corporation, SHIELDS JOHNSON is a newspaperman who rose from reporter to executive. Mr. Johnson joined the staff of The Roanoke World-News in 1931 as a reporter, and in 1941 became Assistant to the General Manager. The next year he was made Assistant General Manager, becoming Treasurer in 1944. A year later he became Business Manager, going from there to Secretary, General Manager and Director in 1946. In 1950, in addition to being General Manager, he was made a Vice President and Director. Widely known throughout the newspaper industry, Mr. Johnson has been Vice President Advertising Federation of America, member Postal, Research Study and Mechanical Committees of the American Newspaper Publishers Assn., Chairman Legislative Committee of the Va. Press Assn., member of Board of Directors of the Southern Newspaper Publishers Assn., former Vice President for Va. of the Newspaper Advertising Executives Association, past Governor Third District Advertising Federation of America and member National Press Club.

In 1950 he headed the Roanoke County Chapter American Red Cross, was a National Director United Negro College Fund, former member, Executive Committee, Roanoke Better Business Bureau, and President of Roanoke Diamond Jubilee, Inc. The last-named organization was created by the City of Roanoke upon Mr. Johnson's recommendation for a formal observance of Roanoke's 75th Anniversary.

Mr. Johnson is a Director First Federal Savings and Loan Association, Director Blue Ridge Council of the Boy Scouts of America, past President Roanoke Rotary Club, former Secretary Roanoke Sales Executive Club, member Roanoke and Hidden Valley Country Clubs, National Dedication Committee of the National Conference of Christians and Jews.

Mrs. Johnson is the former Miss Mary Ellen Hardin. Mr. Johnson is a native of Montvale, Bedford County. He attended Roanoke College and received his A. B. Degree in 1931. He also attended the Kennett School of Commerce, now Virginia Southern College. (Times-World Photo)

ROBERT LEE LYNN, the president of S. H. Heironimus Co., followed in the footsteps of his father whose death in 1936 catapulted the 28-year-old junior into the leadership of the department store. Lynn is a graduate of VMI and studied retailing at Columbia University. He is past president of the Retail Merchants Assn., a former vice president of the Chamber of Commerce, a member of the board of directors of the First National Exchange Bank and active in numerous other civic affairs. He is married and has three children. (Thurman S. Deyerle Studios Photo)





D. L. JORDAN has been affiliated with Johnson-Carper Furniture Co. Inc. since 1927, one year after it was established. This firm markets furniture in 48 states and the District of Columbia and Canada, both plant and offices being located in Roanoke. Mr. Jordan is a director Colonial American Bank and a member of its executive committee. He is president Virginia Mfrs. Assn., a director and past president Southern Furniture Mfrs. Assn.; director and former regional vice-president, National Assn. of Mfrs. He is a member Board of Governors National Furniture Mart, Chicago, and was chosen by them in 1950 as the "Man of the Year" for having done the most for the industry and his company that year. Active through the years on committees of state and local Chambers of Commerce, he has participated also in fund raising campaigns for Hollins College, Boy Scouts of America, Boys Clubs of America, Community Fund, American Red Cross, vice-president and a director of the Gill Eye and Ear Foundation, a deacon in Calvary Baptist Church and chairman of the church's long-range planning committee. (Thurman S. Deyerle Photo)



E. W. BLEVINS, vice president and general manager, Caldwell-Sites, and vice-president, Valley Realty Corporation of Roanoke, went to work for Caldwell-Sites in 1921 as a book-keeper. He is a past president of the Better Business Bureau, the Roanoke Merchants Association; member, boards of Rotary Club, B.B.B., R.M.A. and currently chairman, Board of Control Wholesale Stationers' Association of the U.S. and Canada.



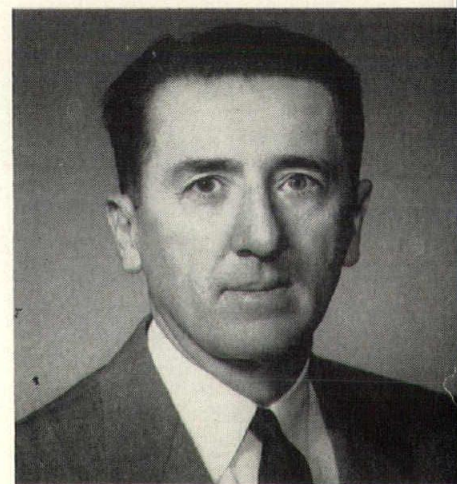
W. P. BOOKER, Roanoke district manager of Appalachian Electric Power Company, is a veteran of 27 years' service. Mr. Booker joined Appalachian at Williamson in 1929. He came to Roanoke in 1946 as assistant district manager and moved up to district manager in 1951. A graduate electrical engineer of Lehigh University, he served in the Navy as a lieutenant commander during World War II. He is chairman of the Roanoke County Chapter, American Red Cross, a post he has filled for two years. He is on the board of directors, Roanoke Kiwanis Club; chairman national affairs committee, Roanoke Chamber of Commerce; member board of directors, First Federal Savings and Loan Association; member Roanoke Country Club and the Shenandoah Club. Mr. Booker is married and has four children. (Photo Davis Photo Co.)



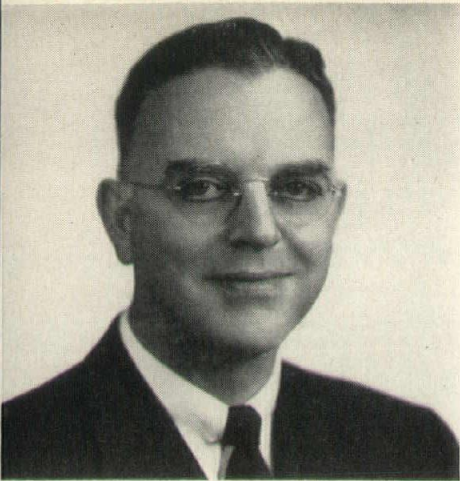
B. F. PARROTT came to Roanoke in 1908. He is a graduate of V.M.I. and Cornell University in civil engineering. He entered construction immediately and organized his own company in 1929. He served in World War II, 1942-46, being discharged with rank of Colonel in Engineers. Mr. Parrott is a member of St. John's Episcopal Church, Board of Directors, First National Exchange Bank, Peoples Federal Savings & Loan Assn.; member Board of Trustees, Roanoke Memorial Hospital; past president Rotary Club, Community Fund, Chamber of Commerce. He is an active member of the City Planning Committee.



A. S. RACHAL, JR. entered Chamber of Commerce work in 1946 following infantry service in World War II. He came to the Roanoke C. of C. in 1947. He is a past president, Virginia Assn. C. of C. Executives served two terms as Director Southern Assn. of C. of C. Executives and has also served on the National Committee for American C. of C. Executives, currently on their Executive Advisory Board. He is a graduate of Davidson College and Southeastern Institute, and has been active in the affairs of the latter since graduation. Mr. Rachal is a Kiwanian, Legionnaire, and member of many civic organizations. He is currently a Director Roanoke Red Cross, and associate member Jaycees. He is married and has four daughters. (Photo—Deyerle Studios)



B. W. MAHONEY, Department General Manager of General Electric's newly opened Industry Control Plant was born in Troy and educated at Corinth, N. Y. He joined General Electric in 1923 as a member of the Preliminary Test Program. In 1933 he was named Design Engineer on Metal Enclosed Switchgear products. From then until the fall of 1955 when Mr. Mahoney was appointed to his present position, he held managerial positions in several G.E. plants. He is a member American Society Automotive Engineers, American Management Assn., Virginia Manufacturers Assn., Roanoke Area Manufacturers Assn. and the Chambers of Commerce of Roanoke and Salem. He is married and has three children.



HENRY E. THOMAS, President Roanoke Chamber of Commerce, was born in Philadelphia in 1904. A graduate of the University of Virginia, Mr. Thomas has been a vice-president of the Shenandoah Life Insurance Company of Virginia since 1939. Prior to that date he was Assistant Actuary, and later Assistant to the President. He is a member of the Advisory Council and Deputy Coordinator, Roanoke Civil Defense; past president Kiwanis Club; member Board of Trustees, Roanoke Community Fund for three terms and past chairman of the Fund's Budget Committee. Prior to World War II, he was Building Fund Chairman for the Salvation Army Citadel; during World War II Chapter Chairman, Roanoke Red Cross and Chairman War Fund. Married to former Mary Gertrude Quinn of Roanoke, they have a son, Quinn, and a daughter, Patricia. (Photo Harris & Ewing, Washington.)



ROBERT H. SMITH, president of the Norfolk & Western Railway, started at the bottom in 1911 as a chainman on the Railway's Engineering Corps, and by character, executive talent and thoroughness climbed to the top in 35 years. A native of Baltimore, Mr. Smith is a graduate of Princeton University. He is a past president of the Roanoke C. of C., a trustee of Hollins College, a member of St. John's Episcopal Church. He is a member of the Rotary, Shenandoah and Roanoke Country Clubs. Married to the former Mary Elizabeth Wysor of Pulaski, he has two sons and three daughters.

to tell the Virginia Story



GEORGE DUNGLINSON, JR. came to this country from England at the age of seven, was educated in Alabama schools and graduated from Alabama Polytechnic Institute. He went to work in West Virginia coal fields as a mining engineer in 1904. Four years later he joined the N & W as a car allotment commission member. He moved up in the company until by 1949 he was executive vice-president. He retired in 1952 and became chairman of the railway's development committee. Both in Roanoke and Bluefield he has been active in civic and religious affairs. He is a member of both Roanoke and State Chamber of Commerce and an active member of the Roanoke City Planning Committee.

LOUIS PHILLIPPE SMITHEY, member of the firm of Smithey & Boynton, Architects, a native of Mecklenberg County, is a graduate of Randolph-Macon, V.P.I. and Massachusetts Institute of Technology. He is past president of the Roanoke Kiwanis Club, Country Club, Chamber of Commerce and the Valley Heart Association. He served on the Roanoke Building Code Commission for 13 years and has been on the Board of Zoning Appeals since 1953 and the Governor's Advisory Research Committee on School Buildings since 1950. Mr. Smithey is a Fellow in the American Institute of Architects and a past president of the Virginia Chapter, A.I.A. Married to the former Dorothy Terrill, he has one child, Nancy Terrill.

DR. CHARLES JACOB SMITH, president emeritus Roanoke College has been provost of the college since his retirement in 1949. At this time he was selected as the first "Citizen of the Year" by Southwest Virginia, Inc. A native of Middlebrook, Dr. Smith received his education at the old Shenandoah Academy, Winchester, Roanoke College, Princeton and the Lutheran Theological Seminary in Philadelphia. Later he held pastorates in Pennsylvania and New York City. During the latter he served as chaplain at Camp Merrit, N. J. and was a Lutheran Commissioner to France in 1918. Dr. Smith has been a member Board of Missions and Church Extension, United Lutheran Church in America; governor 37th district, Rotary International; director, Virginia State C. of C. and board member American and Virginia Assn. of Colleges. (Photo, Foster, Richmond)

OCTOBER 1956



FRANCIS S. BRIGHAM, president and general manager of Oren Roanoke Corporation, known throughout the country as "the South's only Fire Truck Manufacturer," has been with the company for 16 years, starting in a sales and engineering capacity. In addition to many positions held in fire apparatus manufacturing and fire service organizations, Brigham recently served as National Commander of the 29th Infantry Division, an association of World War I and II veterans.



PAGE TWENTY-SEVEN



←

N. W. KELLEY, a native of Canada, has been president of the Southern Varnish Corporation since 1929—one year after it was established. Active in business and civic affairs at local, state and national levels, Mr. Kelley was three times president of the Virginia State Chamber of Commerce and is a past president of Roanoke Chamber. He is an expert on paint and varnish, has held many offices in national organizations, is currently Southeastern Regional Vice-President of National Assn. of Mfrs. He is a past chairman, Roanoke Community Fund—Roanoke Chapter Red Cross Fund; president Blue Ridge Council, Boy Scouts, and vice chairman Region 3, B. S. of A., in charge of Southern Service Area. (Davis Photo Co.)



GEORGE EDWARD O'HARA was born in Norfolk in 1920 but soon moved to Petersburg where he attended public schools. He attended Virginia Southern College and is a graduate of Institute of Life Insurance Marketing, Southern Methodist University. He served in the Navy during World War II. He is married to the former Louise Thompson of Roanoke, a public school teacher.

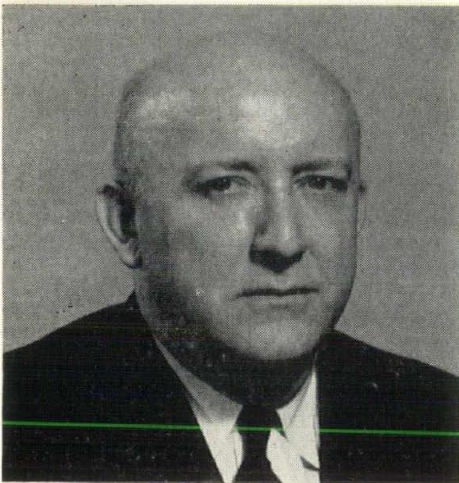
In 1949, Mr. O'Hara was employed by the Shenandoah Life Insurance Company as a special representative in the Roanoke Agency. In April of this year, he was promoted to Agency Secretary of the company.

Mr. O'Hara joined the Roanoke Junior Chamber of Commerce in 1948 and has served as director, vice-president and president. For his work as national chairman of the U. S. Jaycees' public safety committee, he received the Seldon Waldo Memorial Award as one of the five outstanding national chairmen. He created the idea commonly known as "Lite-A Bumper-For Safety."

For the year 1955-56, the Roanoke Jr. C. of C., under his presidency, received the Henry Geissenbier Memorial Award as the most outstanding chapter in Virginia. In national competition, the chapter won the Clarence H. Howard Memorial Trophy as the most outstanding chapter nationally in their population group.

Widely acclaimed for his safety work, Mr. O'Hara has been a member National Safety Council and National Traffic Safety Committee. He is a director Roanoke C. of C., member and past president Roanoke Community Council on Education and of the 200 club.

Mr. O'Hara is a member, National Foundation for Infantile Paralysis, the Roanoke chapter of Underwriters Association, Williamson Road Masonic Lodge 163 and former member of the executive committee of the Roanoke Cotillion Club.



Native Virginian W. E. DUNGAN went to General Electric in Schenectady in 1928 following his graduation from V.P.I. as a test and design engineer working for the next 12 years on company products at Hoover Dam, Bonneville Dam and along the TVA generating system. He became Chief Design Engineer, American Viscose Corp., Marcus Hook, Pa., in 1940 and during World War II acted as Chief Project Engineer during construction of Front Royal Avisco plant. He was transferred to the Roanoke plant in 1951, becoming Plant Manager in 1955. Mr. Dungan is a member Roanoke Chamber of Commerce, Virginia State Chamber of Commerce, Roanoke Area Mfrs. Assn., Nat. Assn. of Mfrs., American Radio Relay League, Deacon Salem Presbyterian Church, Director Salem Kiwanis Club. He is married to former Elmah Daniel Perkins, has one daughter—Susan.



HELEN WOODRUFF KAVANAUGH (Mrs. WILLIAM W.), a native of South Dakota, was educated there and at Mt. Holyoke College. She has three sons: William Jr., Jerry and Mike. Mrs. Kavanaugh is president of the Virginia Congress of Parents and Teachers—the only Roanoke woman ever to hold this position. In 1955 she was one of two women on the Governor's Commission to study juvenile delinquency, and one of 29 delegates to the White House conference on education. Mrs. Kavanaugh is a member of the Board of Directors, Roanoke Recreation Association; chairman of Status of Women Committee, A.A.U.W.; member Girl Scout Council and a past president of Council. Last year she was one of six local women to receive from the Merchants Association an award as "Mother of the Year" and has just been named "Woman of the Year" by Roanoke B.P.W. Club.



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EAT BETTER....
SPEND LESS....
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ROANOKE'S MOST MODERN DAIRY PHONE 4-5501

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Doing our part for over 50 years
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ROANOKE MILLS, INC.

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Established 1937

We like Roanoke! For 20 years she has made us glad we are here as a part of her industrial family. We look forward to continued growth as she approaches her 75th birthday.

ALBERT BROS.

SALEM

VIRGINIA



*Subcontractor for foundation excavation on
Miller & Rhoads Building featured in this issue*



DOWNTOWN:
309 CAMPBELL AVE., W.

REID AND CUTSHALL

INCORPORATED

FINE FURNITURE

SINCE 1924



WAYSIDE: LEE HIGHWAY (U. S. 11) JUST WEST OF CITY LIMITS
ROANOKE, VIRGINIA

Reading, Hearing, Seeing In And Around Roanoke "Star City of the South"

By THORNTON M. TICE

Promotion Manager, *The Roanoke Times* and *The Roanoke World-News*

THERE ARE TEN MEMORABLE dates in the history of the mass communications field in the Roanoke area, going back to the 1850's.

And now, thanks to unceasing progress and continued prosperity, what was formerly "Big Lick" is now served by:

Two daily newspapers, two weekly newspapers, five radio stations (another is in the planning stage), and two television stations.

The press was responsible, of course, for the first and several other important dates.

It was in 1854 that the *Salem Weekly Register*, now *The Times-Register*, was founded. This award-winning publication has appeared continuously since then except for a troublesome period during the War Between the States.

The Roanoke Times, a daily publication acknowledged as "the state paper" of Western Virginia, was started in 1886. It appears each morning, including Sundays with Parade magazine supplement and color comics, being circulated in 25 counties by carriers, motor routes and mail.

In 1889, the predecessor of *The Roanoke World-News* came into being. The *World-News* is published six afternoons each week and is identified as the metropolitan paper of the Roanoke area. *The Roanoke Times* and *The Roanoke World-News* have a combined daily circulation of more than 90,000 copies, largest between Richmond and Knoxville.

With the advent of commercial radio, Roanoke became the second city in Virginia to boast a station. WDBJ, an affiliate of the Columbia Broadcasting System, went on the air in 1924. It offers both AM and FM service, being received on 960 kilocycles and 94.9 megacycles.

A few years after WDBJ was founded, there was a 250-watt station established, WRBX, but it had an intermittent operation and suspended after a few years.

Then, until 1940, WDBJ continued to be the only radio outlet for Roanoke. In that year, WSLs, an affiliate of the National Broadcasting Company, received its operating permit. It also is an AM and FM station—610 kilocycles and 99.1 megacycles.

And, in 1940, Western Virginia's only Negro newspaper, *The Roanoke Tribune*, a weekly, was founded.

As World War II waned, another radio station made its debut. It is WROV, an independent operation, which began broadcasting in 1945 on 1240 kilocycles.

In 1952, the owners of Radio Station WSLs stepped into the television field and went on the air with WSLs-TV on Channel 10. It also is an affiliate of NBC and was the only television station in Western Virginia for three years.

The year after WSLs-TV began operating, another independent radio station went on the air, in 1953. It is WRIS, broadcasting on 1410 kilocycles.

Two years elapsed then while WDBJ competed for a permit to televise on Channel 7. It was granted in 1955 and WDBJ-TV, likewise a CBS affiliate, went on the air in that year to serve Western Virginia with another network.

Interest in radio operations picked up again this year. In Salem, WBLU, another independent station, started broadcasting in September on 1480 kilocycles. Meanwhile, Roanoke theatres owner Elmore D. Heins is seeking permission for a fourth independent station to serve Roanoke.

Two of the show places of downtown Roanoke are the homes of the two television stations, and both welcome visitors to tour the facilities.

WSLs and WSLs-TV are owned and operated by Shenandoah Life Insurance Company, which has a home office agency within its large radio-television center.

The Roanoke Times, *The Roanoke World-News*, WDBJ and WDBJ-TV are all owned and operated by Times-World Corporation. The four media are housed in the recently remodeled and enlarged Times Building after a total expansion outlay of \$1,750,000.

Such a galaxy of advertising and entertainment media as the Roanoke area has is one of the true indices pointing out the city and Western Virginia as "The Beckoning Land" for every type of industry and business.



M. W. ARMISTEAD, III

President, Times-World Corp.

(For biographical sketch, see page 63)



THORNTON M. TICE, *Newsroom back-grounds predominate in the executive branch of Times-World Corporation and the pattern follows in the Promotion Department. In charge of such activities for THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS is Thornton M. Tice, a native of Roanoke.*

Entering newspaper work in the 1930's as a reporter for THE SOUTHWEST TIMES at Pulaski, he has had experience in every phase and department of publishing.

Mr. Tice was co-founder in 1939 and managing editor of THE NARROWS NEWS, a predecessor of Giles County's present VIRGINIAN-LEADER. Later he was on the news staff of THE RICHMOND TIMES-DISPATCH, prior to navy service in World War II.

After service he was city editor of THE NEWPORT NEWS TIMES-HERALD, then copy editor on THE BALTIMORE SUN before rejoining THE SOUTHWEST TIMES as advertising manager in 1950.

He joined the news staff of THE ROANOKE WORLD-NEWS in 1954, and the following year succeeded Barton W. Morris, Jr., now Executive Editor, as Promotion Manager. (Times-World photo)



By RICHARD L. MEAGHER,
President, Virginia Chapter, The
American Institute of Architects

Roanoke AIA Builds for Tomorrow

than a detriment; it is compensated for by its prospects for a brilliant future.

Mr. Clem D. Johnston, a prominent Roanoker and distinguished past president of the United States Chamber of Commerce, recently stated, "By 1990 Roanoke will be a city of half a million." Why? Because Roanoke is the industrial, commercial, financial and transportation center of western Virginia.

This enviable position does not happen—it is made, and made by a progressive and healthy state of mind, by a friendly and active citizenry and by a pleasant and invigorating climate.

The mental attitude of its architecture shows that the public is well aware that we are no longer a colony of a foreign power and, therefore, no longer require a colonial architecture (except possibly when we feel the need of background). A look at its building progress of the last ten years shows noteworthy advances in all fields: industrial, commercial, institutional, religious and residential. In recent years almost every existing major structure in the area has seen extensive changes, additions and improvements. All of this activity

surely portends the major architectural changes yet to come.

Roanoke's city planners and public officials, besides looking critically at the present, are also looking toward the future and envision a most comprehensive plan to move more efficiently its ever increasing traffic.

The architects of Roanoke are in tune with its heartbeat and besides serving its public professionally also serve in many civic, cultural and community activities.

The years to come will see a great growth of Roanoke's central core, as well as a large increase in its peripheral and satellite growth.

As yet the atomic age has not affected the architectural or building material field except on an experimental or laboratory basis. What new materials are yet to come? What changes will take place in existing materials when they are commercially changed by controlled atomic radiation? The possibilities are exciting and vast. The shape of things to come is as yet hardly embryonic.

Our architectural future will indeed be an interesting challenge to our architects, our public, our children and architects yet to come.

THE ROANOKE MEMBERS

of the

VIRGINIA CHAPTER

THE AMERICAN INSTITUTE OF ARCHITECTS



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THOMPSON & PAYNE

WELLS & MEAGHER

C. BARTLETT WHITE



*Grace
Church
Independent*

The building for Grace Church Independent in Roanoke is designed to serve the needs of a recently organized church congregation. Future expansion, to include auditorium and additional education facilities, is planned as the congregation grows in number. The present building consists of a chapel and Sunday school wing, including classrooms, Pastor's study, kitchen, storage, toilets and boiler room. A church auditorium will adjoin the Sunday school wing in the future, forming a U-shaped plan. At present, church services are held in the chapel; but in the future, the chapel will be used primarily as an assembly for the Sunday school.

Simplicity and economy were primary factors affecting the design of the building. Wherever possible, building materials themselves are used in such a way that applied ornamentation is held to a minimum without sacrificing spiritual feeling and warmth.

Exterior walls are cinder block faced with brick. The cinder block with brushed joints has been left exposed on the interior and has been painted. A brick wainscot is used in the chapel only and a panel of stacked brick sets off the redwood cross at the chancel. The chapel floor is concrete slab covered with asphalt tile. Other floors are troweled concrete with wax finish. Flagstone has been used at the vestibule entrance. Roof construction in the chapel consists of laminated wood

arches and purlins, exposed T. & G. sheathing, rigid insulation and asbestos shingles. Built-up wood arches with split-ring connectors are used in the Sunday school wing.

Windows are intermediate projected with light blue hammered glass.

A paved road and sidewalk lead from the street to a large parking area on the site.

This new construction contains 5096 square feet of floor area. Total cost of building construction was \$51,512.00.

Wells and Meagher were architects with Sowers, Knowles and Rodes, of Roanoke, consulting engineers for mechanical and electrical work, and H.

Wells & Meagher Complete Two Projects

A. Lucas and Sons, of Roanoke, general contractors.

Sub-contractors and material suppliers included are the following: plumbing, heating, roofing and sheet metal work, H. A. Gross; electrical work, Engleby Electric Co., Inc.; painting, L. R. Brown; asphalt tile and rubber mats, Charles J. Krebs; ceramic tile and stone work, E. V. Poff and Sons, all of Roanoke. Also, structural and miscellaneous steel, Roanoke Iron and Bridge Works, Inc.; steel windows, Truscon Steel Co.; metal doors and frames, Williamsburg Steel Products Co.; finish hardware, Nelson Hardware Co.; laminated arches, purlins and accessories, Unit Structures Inc., Peshtigo, Wisc.; brick, Roanoke Webster; glass and glazing, Salem Glass Corp.; lathing and plastering, Moore and Glass; metal doors and frames, Eldridge Cundiff, Inc.; millwork, Valley Lumber Co.; plumbing fixtures, American Standard; steel windows, Skyline Lumber Co.; toilet partitions, Roanoke Engineering Sales Co.

The recently completed addition to Peacock-Salem Laundry in Salem, provides the most modern of facilities for cash and carry customers and for route drivers. This is the latest of several additions made in recent years.

The addition consists of call office and call office storage, of drivers' storage, and offices. Modernization of part of the operating area in the existing building was included.

Off street parking adjacent to the call office and accessible from two streets is provided for twelve cars. A new covered loading platform for route drivers facilitates loading and unloading of laundry and dry cleaning. Four delivery trucks can be served at one time from this area of the plant.

The exterior of the addition was designed so that it might serve as a focal point for the entire building. In order to achieve this, large glass areas were used with a brick pylon for emphasis.

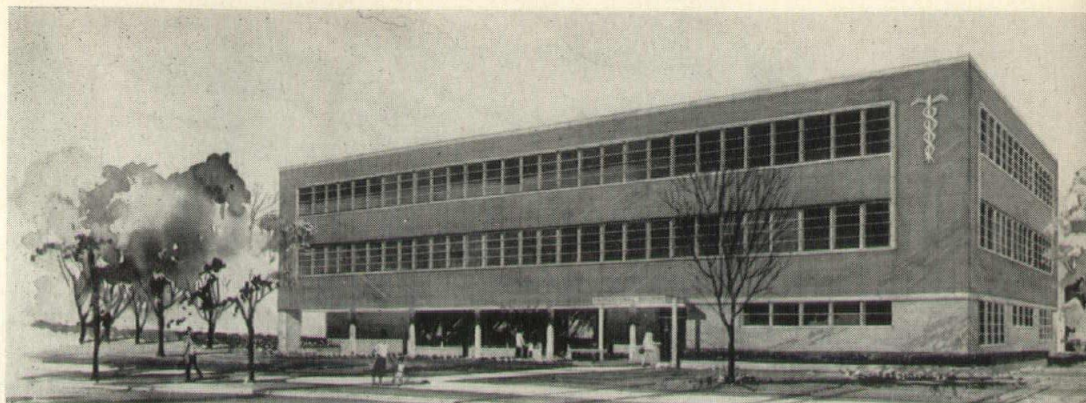
Exterior walls are cinder block faced

(Continued on page 40)



New Buildings Designed by Smithey & Boynton

Professional Building for Physician's Clinic, Inc.



LOCATED ABOUT FIVE minutes drive from the center of town on a sparsely wooded lot in South Roanoke will be the new "Professional Building of Roanoke." The idea for the building was first conceived by a group of Roanoke doctors who organized as the Physicians Clinic, Inc., their purpose being to provide adequate and efficient office space away from the main business district, with ample parking facilities for the convenience of patients.

After extensive research and consultation with the doctors, the architects, Smithey and Boynton, selected a three-story, ell-shaped building, designed for future fourth floor. In order to preserve as much of the natural landscaping as possible and to create a restful informal atmosphere, rather than the usual crowded type office building, much thought went into the planning of the site. A drive-through covered entrance at rear, adjacent to 125-car parking lot, will protect patients in inclement weather. The main floor will provide for a large pharmacy with access from both the front and the rear, and from the main lobby with the remainder of the first floor space being allotted to doctors' suites. The second and third floors will be occupied entirely by doctors' suites and will be serviced by one elevator and two stairways. The basement houses the year-round air conditioning system, storage rooms and possible future rental space.

In analyzing requirements, the architects felt that a building of this character would require a flexible floor plan to accommodate the varying tenants' demands. Beginning with the structural system, the problem of flexibility was partly solved by employing a skeleton frame using a flat slab floor system thus eliminating all bearing walls and partitions and beams. The structural system is designed for Lift-Slab construction. All partitions in the suites will be of a movable type and the entire ceiling will consist of a suspended perforated acoustic pan system.

All duct work, electrical conduits and

pipng will be concealed in the furred ceiling space. The suspended ceiling will be readily removable to allow access for servicing the mechanical equipment. The conditioned air will be supplied from ducts through the perforated ceiling, therefore eliminating wall grilles and ceiling inlets which might in any way hamper the flexible plan. The building is laid out on a modular system with continuous strip windows to provide as much natural light as possible. Great care has been given in the design of lighting, soundproofing and year-round air conditioning.

Particular attention has been given to the selection of materials. On the exterior, the front wing above the first floor is to be of architectural terra cotta with limestone trim. The rear and the entire first floor will be of brick. Upon entering the building at the front one will pass through a loggia from which display windows for the Pharmacy can be viewed. Columns fronting the loggia and the entrance trim will be stainless steel while the windows and exterior doors will be aluminum.

Under present plans, construction is scheduled for late fall.



Smithey & Boynton are also associated architects with Carneal & Johnston, of Richmond, on the new Roanoke Miller & Rhoads Department Store. Associated as mechanical engineer is Charles S. Leopold, Philadelphia. B. F. Parrott & Co., Roanoke, are general contractors.

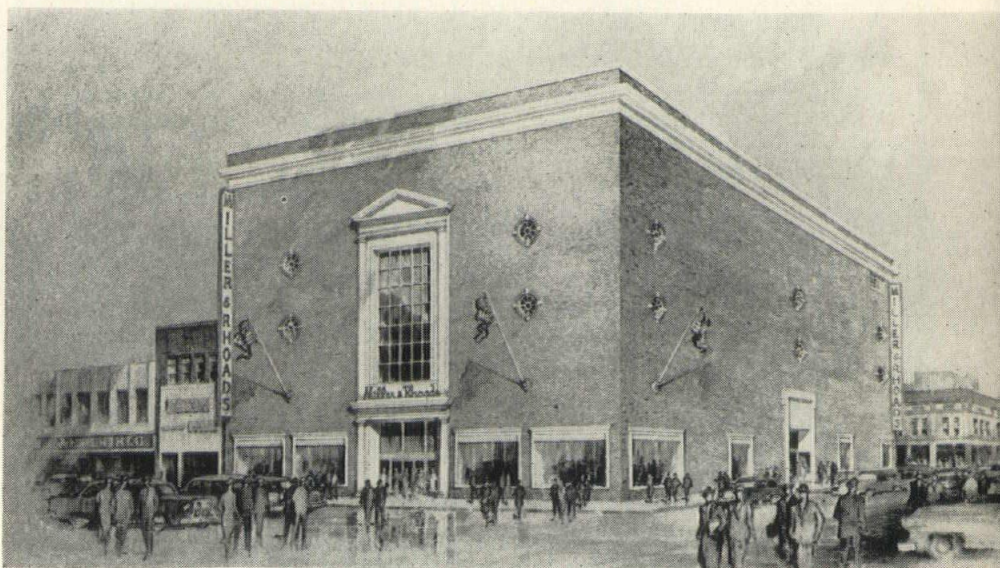
The department store for Roanoke is now under construction at the corner of Campbell Avenue and First Street, in the very heart of the business district. It is scheduled for completion in the late summer of 1957.

The five-story building, 100 by 193 feet, is estimated to cost over two million dollars. There will be a sales basement and five sales floors above ground with all mechanical equipment occupying the pent-house floor. The main entrances will face Campbell Avenue, First Street and Kirk Avenue, with an enclosed dock and service entrance on Kirk Avenue. The traditional Miller & Rhoads Tea Room will be on the fifth floor.

The design of the exterior, using sand moulded colonial face brick and Indiana limestone trim, was dictated by the

Miller & Rhoads Department Store.

(Ronald F. Marion photo)



Serving Roanoke and Roanoke County

SINCE 1910

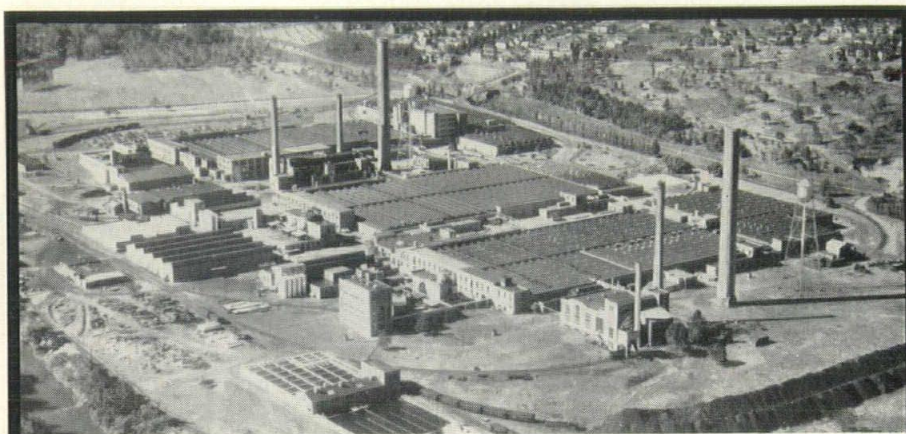
C. W. FRANCIS & SON

REALTORS

116 W. Kirk Ave.

Phone 2-3163

ROANOKE, VIRGINIA



Avisco and Virginia*

American Viscose Corporation and the people of the great Commonwealth of Virginia have been partners in progress since 1918. Roanoke, at the southern end of the beautiful Shenandoah Valley, is the home of the first of three American Viscose plants located in Virginia.

Avisco rayon textile fibers, made in Roanoke, have achieved an enviable reputation in the world of fashion and home furnishings. In the clothes you wear, in the upholstery and drapery fabrics you so proudly display in your home, rayon has added beauty, versatility and wearability. Look for the Avisco Integrity Tag in retail stores all over the country . . . it's your assurance of high quality and dependable service in rayon fabrics.



American Viscose Corporation

Roanoke, Virginia

*Avisco is a registered trademark of American Viscose Corporation.

owners as the requisite character of all their branch stores.

All entrance doorways will be of aluminum. Rubber tile flooring will be used in sales areas and carpeting in selected areas. Ceilings will be furred to conceal floor structural members, ducts, sprinkler and service piping. The sales floors will be served by escalators in addition to two passenger elevators and one freight elevator.

The building will have a structural steel frame with cellular steel floor decking and walls of masonry-cavity type. The high water table at the site necessitated heavy reinforced concrete construction and waterproofing for the basement.

The air-conditioning system, serving the entire building, will have high-pressure high-velocity duct systems thereby reducing space requirements. The electrical distribution system will be 277/480 volts, three phase, which is more economical than the conventional system. The fluorescent lighting system will be the very best now available to designers.

Sub-contractors and material suppliers are as follows: Installation of resilient floors and acoustic treatment, McL. T. O'Ferrall & Co., Richmond; painting, Hesse & Hurt, Inc., lathing & plastering, E. L. Thompson Co., Atlanta, Ga.; ceramic tile, marble & terrazzo, Oliva & Lazuri, Richmond; alundum, lapidolith & master cure, Eldridge Cundiff, Inc.; demolition of McBain Building, Cleveland Wrecking Co., Cincinnati, Ohio; excavation, Albert Bros., Contractors, Inc., Salem; structural steel in place, erection of metal floor & roof deck, American Bridge Division, U. S. Steel Corp.

Also, fabricating & furnishing reinforcing steel & accessories, Roanoke Iron & Bridge Works; rose pearl granux, Economy Cast Stone Co., Richmond; Indiana limestone, Harding & Gogswell, Inc., Ellettsville, Ind.; gray granite, J. D. Sargent Granite Co., Mt. Airy, N. C.; package chute & rubbish chute in place, Haslett Chute & Conveyor Co., A. L. Horwitz, Agent; rolled steel frames & hollow metal doors, Aetna Steel Products Corp., Bowker & Roden, Inc. Agents, Richmond; rolling steel doors, J. S. Archer Co., Richmond; Sanymetal toilet compartments, Roanoke Engineering Sales Co.; automatic sprinkler system, Grinnell Co., Richmond; Truscon steel windows, The Staley Co., Inc., Richmond; electrical installation, Davis H. Elliot Co., Inc.; metal decking, Inland Steel Products Co., Baltimore, Md.; glass & glazing, Pittsburgh Plate Glass Co.

Also, installation of brick and block masonry, C. E. Young Co., Salem; plumbing, heating & air conditioning, Valley Roofing Corp.; miscellaneous metal, Montague-Betts Co., Inc., Lynchburg; erect miscellaneous steel, H. DeVoe & Co.; lumber, Hodges Lumber Corp.; waterproofing, Western Waterproofing Co., Charlotte, N. C.; roofing & sheet metal work, Valley Roofing Corp.; concrete, Roanoke Ready-Mix Concrete Corp.; expandable reed clips, Eldridge Cundiff, Inc.; copper for use as water stop, Valley Roofing Corp.; heavy-duty destructor, A. Lynn Thomas Co., Inc., Richmond; test drilling column foundations, Cunningham Core Drilling Co., Salem; and elevators & escalators, Otis Elevator Co.

All are Roanoke firms unless otherwise noted.

*Roanoke's Only
Exclusive Furrier*

Henri Kessler

VARIETY IN BUILDINGS OF HAYES, SEAY, MATTERN & MATTERN

THE S & W CAFETERIA

is an impressive, modern structure, seating 327 on the main floor and 298 on the mezzanine. There are three serving counters which make possible the serving of as many as 7,500 persons a day at the rate of 21 a minute. The latest equipment and most effective planning were employed.

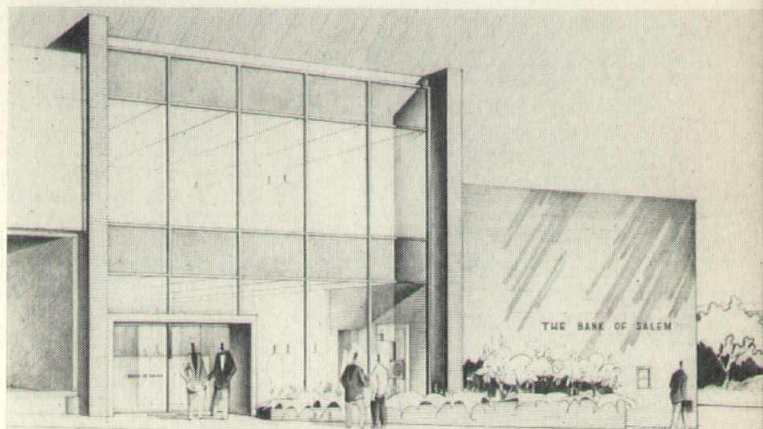
(Martin's Studio)



THE BANK OF SALEM

will introduce the most recent trends in banking design and planning. Project consists of renovating existing interior completely, along with an adjacent building acquired to provide spacious new lobby, and construction of new contemporary front to unite the buildings.

(Goodwin-Gentry Studios)



S. H. HEIRONIMUS CO., INC.

moved into its new quarters this spring. Project consisted of major alterations to convert two buildings into a one unit department store. With light, gay color and lighting at high intensity, its informal arrangement and fixtures are designed to show merchandise at its best advantage.

(Deyerle Studio)



FAIRVIEW METHODIST CHURCH

serves a small congregation and is a splendid example of economy with beauty. A simple structure, rectangular in plan, its main floor contains a narthex which seats 270 persons. The basement floor includes eight classrooms, some of which can be opened up to provide space for larger gatherings.

(Deyerle Studio)

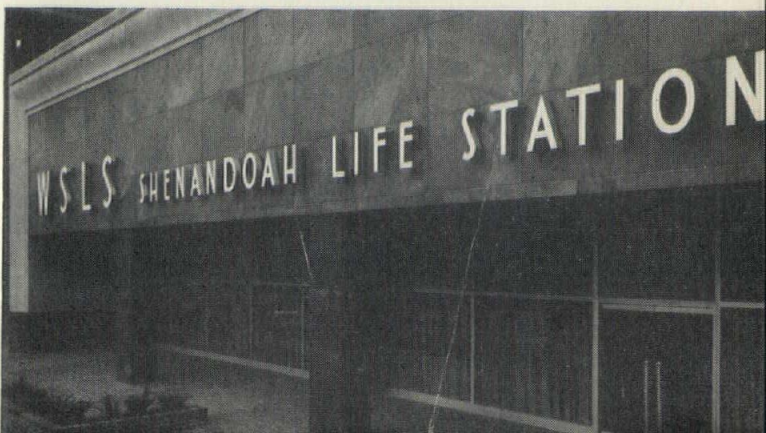


THE WSLS STUDIO BUILDING

has been in operation as a radio-television center a little over a year. The new million dollar establishment, owned and operated by the Shenandoah Life Insurance Co., is an affiliate of NBC and is said to be one of the finest broadcasting plants in the country.

(Please turn the page)

(WSLS-TV photo)



HAYES, SEAY, MATTERN & MATTERN

(Continued from preceding page)

Fairview Methodist Church

General Contractor:
H. A. Lucas & Sons

Subcontractors and material suppliers:

Structural steel, Roanoke Iron & Bridge Works; Steel joists, John W. Hancock; Miscellaneous Iron, Roanoke Iron Works; Toilet partitions, Eldridge Cundiff; Metal doors & frames, C. Grady Cates; Millwork, Valley Lumber Corp.; Roofing & sheet metal, G. E. McDaniel; Interior stone & tile, Webb Brothers; Toilet accessories, Nelson Hardware Co.; Glass and glazing, Salem Glass Corporation, Salem.

Also, lathing & plastering & resilient flooring, The Hampshire Corp.; Finishing hardware, Graves-Humphreys Hardware; Heating & ventilating, I. N. McNeil; Plumbing, Weddle Plumbing and Heating; Electrical, Jarrett Electric Co.; Folddoors, Crawford Doors Sales; Waterproofing, Lowe Engineering Sales; Metal windows, C. Grady Cates; Painting, L. R. Brown & Co.; Pews and pulpit, Virginia School Equipment Co., Richmond.

S & W Cafeteria

General Contractor:
Martin Bros. Contractors, Inc.

Subcontractors and material suppliers:

Structural steel, American Bridge Co.; Steel erection, Hawkins & Cox; Concrete, Roanoke Ready Mix Concrete Co.; Steel floor forms and roof deck, Granco Steel Products Co., Granite City, Ill.; Tile, Marble, terrazzo, Marsteller Corp.; Stone trim ("Granux"), Economy Cast Stone Co., Richmond; Plumbing, heating, ventilating, roofing, R. H. Lowe, Inc.; Refrigerated rooms, Armstrong Cork Co., Lancaster, Pa.; Plastering, J. A. Thompson.

Also, painting & decorating, J. O. Beach; electrical work, Jefferson Electric Co.; Steel joists, John W. Hancock, Inc.; Metal doors and bucks, revolving door, A. L. Horwitz; elevator, Salem Elevator Co., Salem; Accordion folding fabric doors, Montague-Betts Co., Lynchburg; Reinforcing steel, Virginia Steel Co., Richmond; Miscellaneous metal work, Roanoke Iron Works, Inc.; Glass, Pittsburgh Plate Glass Co.; Acoustical Ceilings and resilient floors, W. Morton Northen, Richmond; Finishing hardware, Nelson Hardware; Exterior signs, Roy Kinsey.

The Bank of Salem

General Contractor:
Days Construction Co., Salem

Subcontractors and material suppliers:

Finishing hardware, McClung Lumber Co., Salem; banking fixtures and panelling, American Furniture & Fixture Co., Richmond. The rest are Roanoke firms including: dampproofing and metal deck, Lowe Engineering Sales; masonry work, A. L. Parris Co.; reinforcing steel, Roanoke Iron & Bridge Works; architectural metal and glazing, Pittsburgh Plate Glass Co.; electrical work, Engleby Electric Co.; toilet room accessories, Graves-Humphreys Hardware; painting J. W. Hundley.

Also, acoustical tile, O'Neill & Co.; interior stone, tile and terrazzo, E. V. Poff & Son; resilient flooring, Charles J. Krebs Co.; millwork, Valley Lumber Corp.; toilet partitions, Cates, Inc.; hollow metal work and steel shelving, Roanoke Engineering Sales Co.; miscellaneous metals, Roanoke Iron Works; steel joists, John W. Hancock, Jr.; plumbing, heating and air conditioning, Catlett-Johnson Corp.; lathing and plastering, The Hampshire Corp.; roofing, sheet metal work and waterproofing, G. E. McDaniel.

S. H. Heironimus Co., Inc.

Consultant:

Amos Parrish & Co., Inc.
New York City

General Contractor:

B. F. Parrott & Co., Inc.

Air conditioning, York Corp., York Pa.; Elevators and escalators, Otis Elevator Co., New York City; Electrical contractor, Richardson-Wayland Elec. Corp.; Electrical fixtures, Graybar Electric Co., Inc. Noland Co., Inc., Westinghouse Elec. Supply Co., Williams Supply Co.; Store fixtures, Designed and purchased by Amos Parrish Co., New York City; Granite, Cold Springs Granite Co., Marsteller Corporation, Agent; Plumbing, Weddle Plumbing & Heating.

Also, sprinklers, J. H. Cothran Co., Altavista; Tile & Terrazzo, E. V. Poff & Son; Signs, Stanford Inge; Resilient flooring, Charles J. Krebs Co.; Acoustical work, O'Neill & Co., Inc.; Painting & decorating, Dean Painting Co.; Toilet Room accessories, Graves-Humphreys; Roofing, Valley Roofing Co.; Finishing hardware, Nelson Hardware Co.; Miscellaneous metal work, Roanoke Iron Works; Glazing and store front work, Binswanger; Fire doors and toilet partitions, Eldridge Cundiff; Structural steel & reinforcing steel, Montague-Betts Co., Lynchburg; Millwork, Valley Lumber Co.

WSLS Studio

General Contractor:
B. F. Parrott & Company

Subcontractors and material suppliers (all of Roanoke, unless otherwise specified):

Substructure piers, Cunningham Core Drilling Corp.; Glazed Tile, Roanoke Webster Brick Co.; Structural steel, Montague-Betts Co., Lynchburg; "Q" Floor deck, H. H. Robertson Co., Pittsburgh; Miscellaneous Iron, Roanoke Iron Works; Hollow Metal Doors and Frames, Aetna Steel Products, Roanoke Engineering Sales Co., Agent; Rolling Steel doors, Kinneer Manufacturing Co., A. L. Horwitz, Agent; Lathing, Plastering and metal base, Hampshire Corp.; Cork isolator, Dampproofing, plaster bond and roofing and sheet metal work, Valley Roofing Corp.; Glass, glazing, mirrors, store front construction, Pittsburgh Plate Glass Co.

Also Interior stone, tile and terrazzo, Marsteller Corp.; Resilient flooring and acoustical work, Hampshire Corp.; Millwork, Valley Lumber Co.; Toilet room accessories, Nelson Hardware Co.; Counterweight system, The Joseph Vasconcellos, Inc., New York City; Steel lockers, Berger Manufacturing Co., A. L. Horwitz, Agent; Curtain tracks, Reid & Cutshall; Entrance mat, American Floor Products; Folding door, New Castle Products Co., Modernfold door, Roanoke Engineering Sales, Agent; Illuminated sign, Roy C. Kinsey Sign Co.; Window shades, J. H. Pence Co.; Finishing Hardware, Graves-Humphreys Hardware Co.

Also elevator and dumbwaiter, Salem Elevator Co., Salem; Plumbing, heating, ventilating, air conditioning, sanitary sewers and storm drains, Virginia Industrial Plumbing & Heating Co.; Air conditioning installation, Installed by Whitescarver Engineering Company using York equipment and compressors; Electrical work, Davis H. Elliot Co.; Indiana limestone, Harding & Cogswell, Bedford, Indiana; Reinforcing steel, West Virginia Steel & Manufacturing Co., Roanoke Engineering Sales, Agent; Face brick, Roanoke Webster Brick Co., Locher Brick Co., Glasgow; porcelain enamel work ("Seapocel"), Eldridge Cundiff, Agent; Metal Partitions, E. F. Hauserman Co., Cleveland, Ohio; Granite, Marsteller Corp.

1917-1956

PURITAN MILLS, INC.

*Manufacturers of
Women's Night Wear*

ROANOKE, VIRGINIA

Thank you, Roanoke, for your co-operation in making us feel like a full-fledged member of your industrial family. We hope we may be with you another 39 years.

Salem Foundry & Machine Works, Inc.

Established 1889

SALEM, VIRGINIA

Recent elevator & dumb waiter installations in

S & W CAFETERIA—BURRELL MEMORIAL HOSPITAL—WSLS-TV

HOLLINS COLLEGE LIBRARY—FARMERS NATIONAL BANK, SALEM

all featured in this issue.

Also G.E. PLANT—LOTZ FUNERAL HOME & VIRGINIA SCRAP IRON & METAL CO.

C. BARTLETT WHITE DESIGNS NEW ROANOKE STEAM LAUNDRY

C. BARTLETT WHITE was architect for the Roanoke Steam Laundry on Shenandoah Ave. The general contractor was S. Lewis Lionberger, also of Roanoke.

The site of this building is in a business zone. There is a large parking area at the front for customers carrying and calling for laundry and dry cleaning. Also at east side of building is unloading space and at south end of building is loading space for delivery trucks.

The building is 62'0" wide and 105' 11" long; it is one story high and of cinder block construction with bar joist roof supports and steel columns and girders. Finished roofing is constructed of 3" Tectum as decking and insulation with a 20-year guaranteed Barrett Roof. Dome skylights of plastic and fluorescent "Day Brite" electrical fixtures.

All laundry equipment is set so operation is visible from the front part of the building. The exterior is painted Flamingo Pink and interior walls are of varied colors such as yellow, Nile green and sky blue.

Subcontractors include: aluminum windows, Roanoke Engineering Sales; concrete, Roanoke Ready Mix Concrete Corp.; steel joist and reinforcing, Virginia Steel Co., Richmond; structural steel, Roanoke Iron & Bridge Works; cinder blocks, Roanoke Webster Brick

Co., Inc.; roof deck and hollow metal work, Eldridge Cundiff; roofing and sheet metal, G. E. McDaniel; millwork, Shenandoah Lumber Co.; glass and glazing, Pittsburgh Plate Glass Co.; plumbing and heating, J. H. Cothran, Altavista; electrical, John M. Murphy; painting, W. E. Robertson; excavation, Gimbert & Gimbert, and laundry machinery, Talley Laundry Co., Greensboro, N. C.

All firms are of Roanoke unless otherwise identified.



Congratulations to Roanoke, Virginia For Seventy-five Years of Continuous Progress

WE BELIEVE that an industry should be a good corporate citizen of the community in which it is located. We hope and believe that through the employment we provide, the taxes we pay, the materials we purchase locally, the participation and support our employees give community affairs, that Yale & Towne contributes to the growth and development of the Salem-Roanoke area.

Yale & Towne soon will be celebrating its own first hundred years as an American industry, and we look forward to participating in Roanoke's Hundredth Anniversary.

THE YALE & TOWNE MANUFACTURING COMPANY
THE YALE LOCK AND HARDWARE DIVISION
SALEM, VIRGINIA

THE RECENTLY completed new and remodelled building of the Times-World Corporation was designed by Stone, Thompson & Payne, Roanoke architects. B. F. Parrott & Company, Inc., also of Roanoke, were the contractors.

The Times-World Corporation are owners and publishers of *The Roanoke Times* and *The Roanoke World News*, and owners and operators of Radio Station WDBJ and Television Station WDBJ-TV. Facilities for all of these operations are now housed in this structure.

Completion of the project concludes a 10-year expansion program. The initial phase of construction included the new mechanical wing on the north side and a new basement garage on the west side. Included also in this phase was certain remodelling in the old building. The second phase included construction of the new west wing above the garage, while the third and final phase included a complete remodelling and refacing of the old building to correspond with the new work.

four new buildings designed

The mechanical wing houses the press room, paper storage, mail room and composing room. Other spaces include rooms for job printing, and offices for circulation department.

The first floor of new west wing above garage houses the television studios and related spaces.

Except for certain areas in the mechanical wing, the building is completely air conditioned. Modern fluorescent lighting is used throughout. All floors are served by automatic electric elevators.

Exteriors are of Indiana limestone with New England and Minnesota Granite bases. All windows are aluminum with double glazing. Exterior aluminum shutters are used on upper windows on south side to reduce glare and sun load.

A T-V tower on the roof beams microwaves to the transmitter tower located on Poor Mountain, 13 miles

away. This tower is the highest point in this area and has a transmission radius of 90 miles.

The sub-contractors and material suppliers are as follows: excavation, M. W. London, Roanoke; concrete, Roanoke Ready Mix Concrete Corp.; reinforcing steel, W. Va. Steel Co., Roanoke Iron & Bridge Works; structural steel, American Bridge Co.; steel sub-floors and roof deck, George M. Milliken, Jr.; brick and glazed tile, Roanoke Webster Brick Co.; roofing and sheet metal, Valley Roofing Corp.; metal doors and frames, Eldridge Cundiff, Inc., Roanoke Engineering Sales, Inc.; architectural aluminum, Hankins & Johann, F. Graham Williams; aluminum windows, A. L. Horwitz, Mead & Frazier; stainless steel entrance work, Pittsburgh Plate Glass Co.

Also, lathing, plastering and acoustical treatment, Hampshire Corp.; millwork, Valley Lumber Corp.; marble, tile and terrazzo, Marsteller Corp., E. V. Poff & Son; composition floors, Hampshire Corp.; glass and glazing, Pittsburgh Plate Glass Co.; movable steel partitions, Roanoke Engineering Sales, Inc.; painting, Hesse & Hurt; finish hardware, Nelson Hardware Co.; plumbing, Valley Roofing Co.; heating and air conditioning, Valley Roofing Corp.; electrical, Davis H. Elliott, Inc.; elevators, Otis Elevator Company; aluminum shutters, W. H. Frazier.

Stone, Thompson & Payne were also architects for the Transmitter Building now under construction for W D B J-TV with B. F. Parrott & Company, Inc., general contractors.

Located on Poor Mountain, the elevation of the first floor is 3,788 feet above sea level. At this elevation, the reception range of the transmitter will be doubled.

The building will provide space for a new 50,000 watt T-V transmitter and a 10 watt F-M transmitter, together with offices, shops, storage rooms, three-car garage, and auxiliary equipment rooms, in a one-story wing. The two-story portion of the building contains two complete apartments for the operating engineers. The basement contains storage rooms for the apartments, a laundry and boiler room. Each apartment will have three bedrooms, bath, living room, dinette and kitchen.

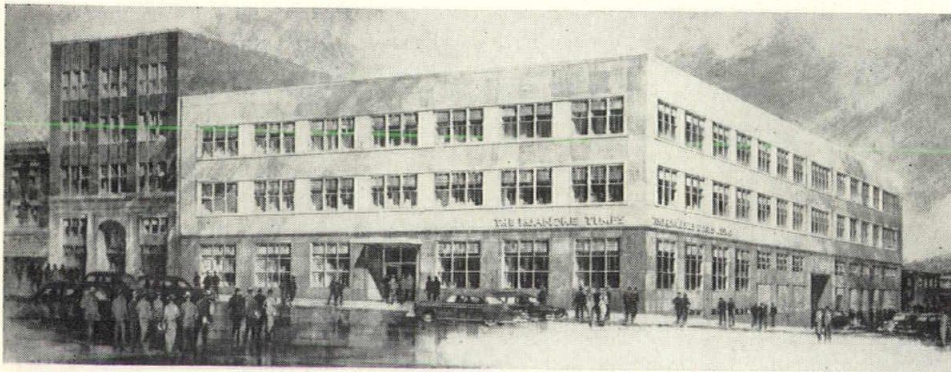
The Transmitter portion of the building has been planned to allow for expansion of the existing equipment without changes in the structure.

Due to the rocky structure of the site, a system of sewage disposal, known by the trade name of Cavitette, has been used, which provides complete treatment of the sewage without the need of a disposal field.

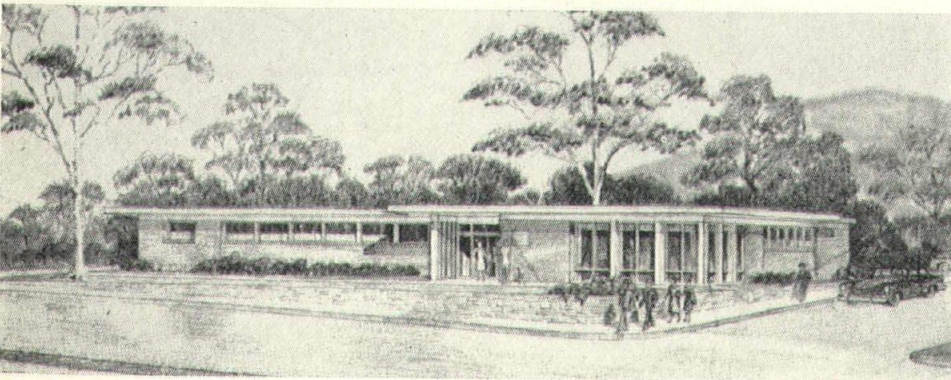
An auxiliary power plant is provided to operate the transmitter on reduced output in the event of a power failure.

The building is cavity wall construction with brick veneer and cinder block back-up. Floors on grade are concrete on a stone fill. Other floors are concrete on bar joists. The roof is steel deck welded to bar joist with 2" insulation and 20 year built-up roof.

The apartment floors are "Bondwood" wood blocks cemented to the concrete slab. Other finished portions of

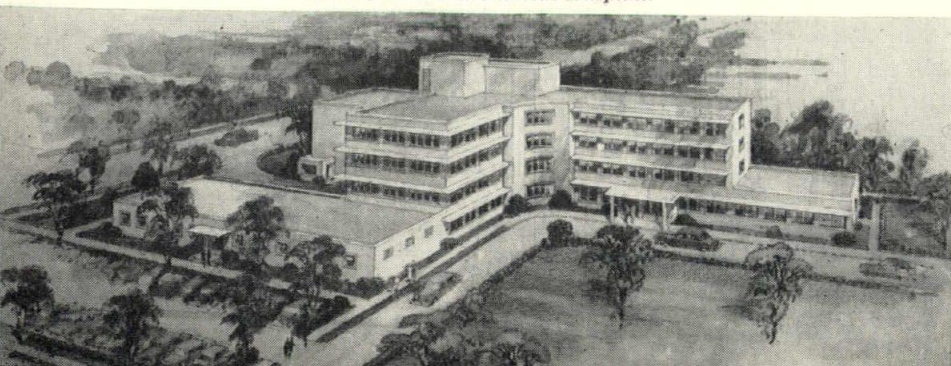


Remodelled Times-World Corporation Building.



Above, Jefferson Surgical Clinic.

Below, Burrell Memorial Hospital.



Stone, Thompson & Payne

the building are vinyl asbestos tile.

The building is heated by a forced circulating hot water system, zoned for each apartment and the working spaces. Ventilation is provided for the transmitters and arranged to recirculate air during the warm-up time and maintains a minimum air temperature in winter.

The sub-contractors and material suppliers are as follows: concrete, Roanoke Ready Mix Concrete Corp.; structural and reinforcing steel, Roanoke Iron and Bridge Works; miscellaneous iron, Roanoke Iron Works; roofing and sheet metal, Valley Roofing Corp.; metal doors and frames, A. L. Horwitz; aluminum windows, Lowe Engineering Sales; jalousies, Rusco Window Co., Inc.; lathing, plastering and acoustical tile, O'Neill & Co., Inc.; wood floor, Modern Floors, Inc.; composition floor, O'Neill & Co., Inc.; millwork, Valley Lumber Corp.; marble and tile, Marsteller Corp.; painting, Dean Painting Company, finish hardware, Nelson Hardware Co.; plumbing, heating and ventilating, Weddle Plumbing & Heating Co.; electrical, Davis H. Elliott, Inc.; garage doors, Crawford Door Sales Co.; steel deck, Cates Building Specialties, Inc.; glass & glazing, Pittsburgh Plate Glass Co.; stainless steel letters, Roy C. Kinsey Sign Co., Inc.; brick, Old Virginia Brick Co.; brick mortar, Hodges Lumber Co.

The new Burrell Memorial Hospital, completed this year, was another project of Stone, Thompson & Payne. Consulting architects were Samuel Hannaford & Sons, Cincinnati, Ohio. Consulting engineers for plumbing, heating & electrical work were Robert L. Brown & Associates, Roanoke. The general contractor was English Construction Co., Inc. of Altavista.

The hospital was a Hill-Burton project, having been financed by Federal, State and local funds. This 80 bed, non-profit institution is considered by authorities to be among the most complete and modern in the nation. The building was designed to meet the present and future needs of the Negro population in Roanoke and surrounding counties. Certain services and equipment for the building were provided to adequately take care of a future expansion up to 125 beds.

The hospital occupies a sloping site from front to rear. Full advantage was taken of the grades to provide adequate light and access to the basement areas.

There are four stories and a basement, with all floors served by two automatic passenger elevators and a dumbwaiter.

The Nurses' Stations are centrally located to reduce walking distance to and from the patients' rooms. A two-way call system between the rooms and Nurses' Stations has been provided.

Certain spaces in the building are completely air-conditioned. Other spaces are heated by convectors with circulating hot water. Oxygen is piped to each patient's room from a central source below. Lighting is composed of both incandescent and fluorescent fixtures,

depending upon the use and location.

The structural system is of reinforced concrete frame with rib floor and roof slabs. Exterior walls are of cavity type brick with cinder block backing. Face brick is Norman cinnamon colored brick with limestone, and reddish brown mosaic and granux trim. Windows are double hung aluminum. Exterior doors and entrance work are also aluminum.

The sub-contractors and material suppliers are as follows: concrete, Roanoke Ready Mix Concrete Corp.; brick and cinder block, Roanoke Webster Brick Co.; reinforcing steel, Virginia Steel Co., Inc.; steel forms, Ceco Steel Products Corp.; Indiana limestone, Marsteller Corp.; Adlake aluminum windows, laundry chute, steel louvers, Berger steel lockers and shelving, A. L. Horwitz.

Also, hollow metal doors, metal bucks and trim, metal access doors, metal casing, interior metal window frames, Sanymetal partitions and steel windows, Roanoke Engineering Sales Company; lathing and plastering, Atlantic Craftsmen, Inc.; sterilizer equipment, American Sterilizer Co.; electrical work, Baker & Anderson; case work and laboratory equipment, Brooklyn Hospital Equipment Co.; cubical curtains, Capital Cubical Co.; Elkhart fire extinguishers, porcelain enamel letters, Eldridge Cundiff, Inc.; acoustical tile, asphalt tile and base, sprayed on asbestos, Hampshire Corp.; aluminum entrances, Hankins & Johann, Inc.; painting, J. W. Hundley; incinerator, Kellogg Mann Corp.

Also, plumbing, heating, ventilating and air conditioning, R. H. Lowe, Inc.; finishing hardware, Nelson Hardware Co.; miscellaneous iron, ornamental iron and prison works; glass and glazing, Pittsburgh Plate Glass Co.; mortuary refrigerator, J. P. Pfeiffer & Son, Inc.; X-ray and dark room equipment, miscellaneous equipment and illuminators, Picker X-Ray Corp.; X-Ray protection, lightproofing and leadproof material, Ray-Proof Corp.; elevators and dumbwaiter, Salem Foundry & Machine Works; tile, marble and terrazzo, Standard Art, Marble & Tile Co.; kitchen equipment, W. P. Swartz, Jr. & Company, Inc.; cold storage insulation, United Cold Co.; millwork, Valley Lumber Co.; demolition work, J. C. Hoelle; paving, Adams Construction Co.

The building now under construction at the corner of Walnut Avenue and Franklin Road, S. W. will be occupied by the Jefferson Surgical Clinic, Inc. The building was designed by Thompson and Payne, Architects, with J. F. Barbour & Sons as the general contractors.

The building will provide suites for seven doctors. One waiting room and receptionist will serve all doctors.

Five suites consist of a consultation room, two examining rooms and a toilet. All suites open into a corridor which surrounds a central core which contains

a business office, nurses' station, minor operating room, recovery room and toilet and shower for the doctors.

Two suites consist of a consultation room and examination room with connecting passage and toilet off the passage. These two suites have adjacent to them two special treatment rooms with connecting sterilizing room. One room is equipped for X-ray treatment with adjoining dark room facilities.

A laboratory and separate room for autoclaves is provided for joint use of all doctors. All heating and air conditioning equipment is located in the basement, together with a record storage room.

The building will be heated by a gas fired boiler which will supply steam to heating coils located in the air supply stream. This boiler will also supply all domestic hot water.

Compressors will supply refrigerant to direct expansion coils in the air stream.

Dampers in the ducts will proportion the air from the plenum to control the temperature in the several zones in the building.

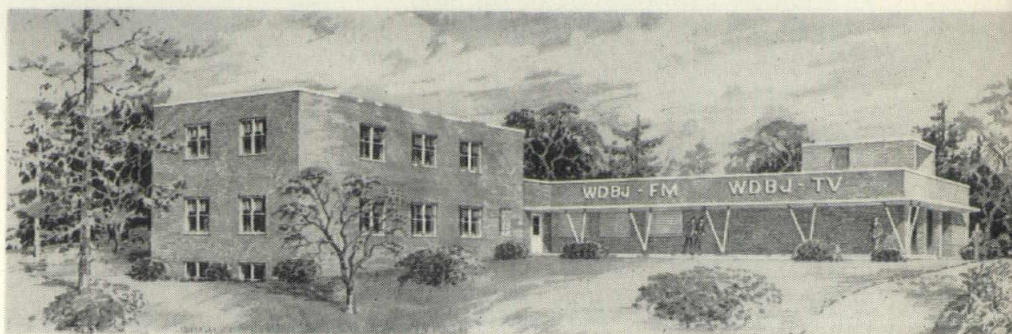
The building is cavity wall construction with Roman brick veneer and cinder block back-up. Partitions are cinder block. All finished portions of the building will be plastered except in the waiting room, which will have exposed brick.

Floors on grade are concrete on a stone fill with Vinyl asbestos tile. The roof is steel deck welded to bar joist with 2" insulation and 20-year built-up roof.

The sub-contractors and material suppliers are as follows: excavation, Stone & Webber Construction Co., Inc.; concrete, Roanoke Ready Mix Concrete Corp.; cinder block, Roanoke-Webster Brick Co., Inc.; miscellaneous iron and structural steel, Roanoke Iron & Bridge Works; steel joists, John W. Hancock, Jr., Inc.; steel roof deck, Wheeling Steel Co.; aluminum entrances, Binswanger & Co.; roofing and sheet metal, I. N. McNeil Roofing Co.; folding partitions, metal bucks and doors, Roanoke Engineering Sales Co.; lathing and plastering, Billy R. Ayers & Son; millwork, South Roanoke Lumber Co.; tile, marble and terrazzo, E. V. Poff & Son, Inc.; composition floors, Hampshire Corp.; X-Ray protection, General Lead Construction Corp.; finishing hardware, Nelson Hardware Co.; paving, John A. Hall & Co.; plumbing and air conditioning, Catlett-Johnson Corp.; electrical, Jefferson Electric Co., Inc.



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ROANOKE, VIRGINIA

WELLS & MEAGHER COMPLETE 2 PROJECTS

(Continued from page 32)

with brick. Interior walls are painted cinder block with brushed joints. The floor of the call office is terrazzo. Other floors are finished with asphalt tile in all except storage rooms. Roof construction is of steel joists with "Insul-rock" insulated roof deck and built-up roofing. Ceilings are covered with acoustical tile. Windows and exterior trim are aluminum.

Lighting is fluorescent in general with incandescent used in storage rooms. Year round air conditioning has been provided.

Wells and Meagher were architects

with Sowers, Knowles and Rodes, of Roanoke, consulting engineers for mechanical and electrical work, and H. A. Lucas and Sons of Roanoke, general contractors.

Sub-contractors and material suppliers included the following: heating, plumbing, and air conditioning, Owen Plumbing and Heating; electrical, Clayton G. Tinnell; resilient tile, Charles J. Krebs; stone and terrazzo, E. V. Poff & Son; roofing and sheet metal, G. E. McDaniel; roof deck and acoustical tile, Hampshire Corp.; bituminous paving, Adams Construction Co.; signs, Dominion Signs, Inc.; aluminum front and glass, Salem Glass Shop; structural steel, American Bridge Division, U. S. Steel Corp.; steel joists, John W. Hancock, Jr., Inc.; brick, Salem Brick Co.; windows, Valley Metal Products Co.; hardware, Graves-Humphreys Hardware Co.; metal doors, Hairston-Frazier; millwork, Shenandoah Lumber Co.; steel joists, metal sash and toilet partitions, C. Grady Cates; sprinkler system, Viking Sprinkler Co., Charlottesville, N. C.

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Frantz & Addkison Complete Two Buildings at Hollins College

Free standing stacks and modular planning were used. Glass screens are used to separate the main department on the first floor, thus achieving a sense of openness of plan. No large formal reading room was provided; smaller, informal spaces strategically located convenient to stacks were used for reading areas. Individual study carrels are located along exterior walls of all three floors. A periodical room opens on an outdoor flagstone terrace where students may read out of doors. The top floor contains two handsomely finished memorial rooms.

Windows are double glazed fixed sash in aluminum frames with limestone exterior trim. The building is completely air conditioned.

The exterior is faced with brick. Interior walls, in general, are painted concrete masonry units; birch plywood is used for wall surfaces in the memorial rooms and in the circulation hall and lobby area. Floors are rubber tile. Ceilings are acoustical plaster on the two upper floors and acoustical tile on the ground floor. Freestanding bookstacks are metal.

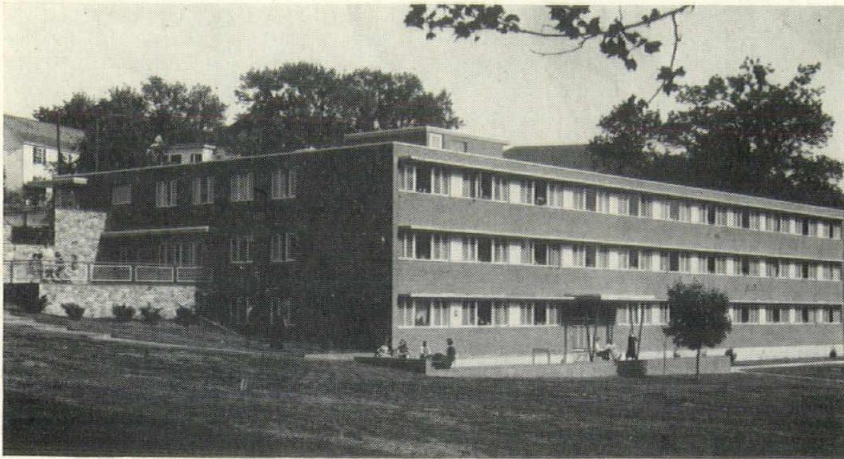
Careful thought was given in the use of color to create an atmosphere conducive to study. Blue was used as the predominant color, holding the environment passive.

The structure is of reinforced concrete flat slab construction.

Subcontractors, all of Roanoke unless otherwise specified, were as follows: roofing and sheet metal, Valley Roofing Corp.; miscellaneous metal, Roanoke Iron Works; glass and glazing, Pittsburgh Plate Glass Co.; lath, plaster, and acoustical tile, Hampshire Corp.; tile and marble, Marus Marble Co., Greensboro, N. C.; resilient flooring, Hampshire Corp.; millwork, Home Lumber Co.; painting, Dean Painting Co.; plumbing and heating, Weddle Plumbing & Heating Co.; electrical, Standard Electric Construction Corp.; dumbwaiter, Otis Elevator Co.

Material suppliers were Montague-Betts, Inc., Lynchburg, reinforcing steel; Indiana Limestone, Bedford, Ind., limestone work; Eldridge Cundiff, Inc., metal doors and frames and aluminum windows; Pittsburgh Plate Glass Co., aluminum doors and frames; Graves-Humphreys Hardware Co., finishing hardware, and kitchen cabinets, Roanoke Wholesalers, Inc.

The dormitory, situated on uniformly sloping ground, is three stories high and L-shaped, the longer wing containing the majority of the bedrooms. The other wing of the L, turned toward the upper level, permits vehicular access to the building and adjacent parking areas.



Top photo, Fishburn Library, Hollins College.

Photo just above, new dormitory at Hollins.

FRANTZ & ADDKISON, Roanoke, are architects for three projects, two completed and one now under construction: a dormitory and Fishburn Library at Hollins College and the new Central YMCA building in Roanoke.

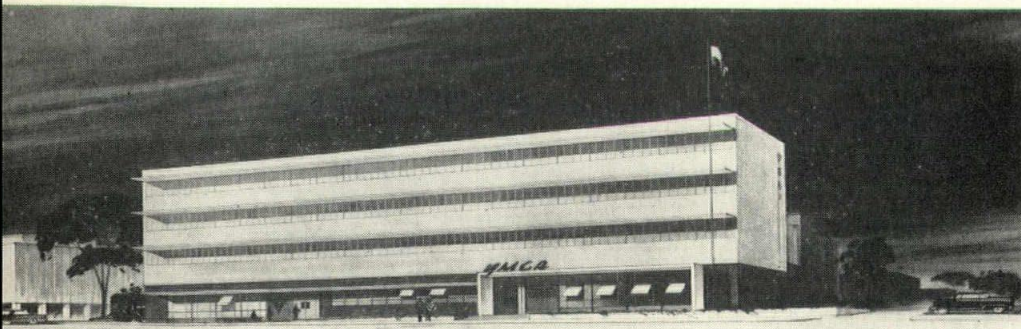
General contractors were H. A. Lucas & Sons, for the YMCA and the library, and J. M. Turner & Company, Inc., for the dormitory. Fraoili-Blum-Yesselman, Norfolk, served as structural consulting engineers on the three projects, and Sowers, Knowles & Rodes, Roanoke as mechanical engineers on the dormitory and the YMCA. Robert L. Brown, served as consulting mechanical

engineer on the library, and Keyes D. Metcalf was library consultant.

The library forms the third side of a quadrangle, facing a dormitory and flanked by another building. Because of its nearness to the other buildings of older construction, the architects sought to achieve a design to harmonize with the past while being contemporary in general character.

The plan is L-shaped, one wing of the L being two stories high; and the other, part two stories and part three stories high, utilizing the slope of the site so that the ground floor is still above grade on the lower side.

New Central YMCA.



The reception room is on the upper level at the end of this wing.

Construction is wall bearing, using brick with cinder block backup. Floor construction is steel joists with concrete slab covered with vinyl asbestos tile in bedrooms and rubber tile in corridors. Ceramic tile floors and wainscots are used in toilets. Toilet and shower partitions are marble. Stair walls are glazed structural facing tile. Partitions are cinder block, painted with birch plywood wainscot in bedrooms. Wardrobes, dressers, desks, and bookshelves are built in. Desk tops are "Fibersin" plastic, an impervious material to match the birch wainscot and furniture. Dresser tops are of laminated plastic in color. Pennsylvania blue stone flagging is used for the terraces and floor of reception room. Windows are aluminum casements. Acoustical tile ceilings are used throughout, except in toilet rooms. A sidewalk elevator located adjacent to the entrance drive and connecting with the ground floor is provided to facilitate handling of trunks.

Subcontractors (all of Roanoke unless otherwise specified) were as follows: glazed tile, Salem Brick Company, Salem; structural steel, Montague-Betts Co., Inc., Lynchburg; roofing, sheet metal & waterproofing, R. H. Lowe, Inc.; miscellaneous metals, Roanoke Iron Works, Inc.; glass, glazing, & mirrors, Salem Glass Corp., Salem; metal doors & frames, Delph Hardware, Richmond; metal doors, shower stalls & partitions, C. Grady Cates, Inc.; furring, lathing, plastering, and acoustical tile, Hampshire Corp.; ceramic tile, marble flagging and toilet accessories, E. V. Poff & Son; resilient flooring, Hampshire Corp.; millwork, Valley Lumber Corp.; painting, J. C. Hungerford, Richmond; built-in bedroom furniture, Wade Manufacturing Corp., Charlotte, N. C.; heating & plumbing, Weddle Plumbing & Heating Co.; electrical work, Jefferson Electric Co.

Material suppliers included: reinforcing steel, Montague-Betts, Inc., Lynchburg; ready mix concrete, Concrete Ready Mix Corp.; brick, Old Virginia Brick Co., Salem; limestone, Marsteller Corp.; steel joists, John W. Hancock, Jr., Inc.; steel decking, C. Grady Cates, Inc.; movable metal partitions, A. L. Horwitz; finishing hardware, Delph Hardware Co., Richmond; sidewalk elevator, Salem Foundry & Machine Works, Salem.

The new building for the Central YMCA, now under construction on Church Ave. at Fifth St., is of contemporary design. The wing of the building shown in the rendering contains junior social and game room, senior lounge, television lounge, administrative offices and related areas on the main floor; general purpose room providing banquet facilities for 140 or assembly for 175, kitchen, two club rooms, chapel, ladies powder room on the second floor; and 67 dormitory rooms on the third and fourth floors.

To the rear there is a second parallel wing containing pool, gymnasium, locker rooms and other athletic facilities. A third element connects the two wings and is the main control area for access to the athletic department.

Terraces, screened by brick walls from the street and parking area, will form an attractive and pleasant feature of the building.

The upper portion of the front wing will be faced with light colored brick and the remainder of the exterior with dark red brick.

Finishes include asphalt tile, vinyl tile, quarry tile, terrazzo and ceramic tile floors; walls of brick, plaster, concrete masonry units, ceramic tile, and wood; plaster, acoustic tile and perforated asbestos board ceilings.

Windows are tubular frame aluminum casements and projected type steel sash. Doors in general are flush wood veneer. Door frames are metal. "Securit" glass doors are used in the natatorium area.

Roof slab over gymnasium is gypsum; other roof slabs are concrete. Built up

roofing over rigid insulation is used throughout.

Lighting fixtures in general are flush incandescent type selected to harmonize with the contemporary character. A complete internal fire alarm system will be provided.

Subcontractors include the following: Ceramic tile, marble and flagstone, E. V. Poff; millwork, Valley Lumber Corp.; roofing and sheet metal, G. E. McDaniel; structural steel, miscellaneous metal, etc., Roanoke Iron & Bridge; gypsum deck, J. B. Eurell, Richmond; acoustic and resilient floors, W. Morton Northern, Richmond; lathing and plastering, Hampshire Corp.; plumbing and heating, Weddle Plumbing & Heating Co.; electric, J. M. Murphy; paving, Adams Construction Co.; basketball backstops and diving boards, Doc Newton, Inc., Raleigh, N. C.; glass and glazing, Binswanger & Co.

Material suppliers were: aluminum and steel windows, stainless steel door and hollow metal frames, Roanoke Engineering Sales; reinforcing steel, Montague-Betts Co., Lynchburg; chalk and tack boards, Eldridge Cundiff.

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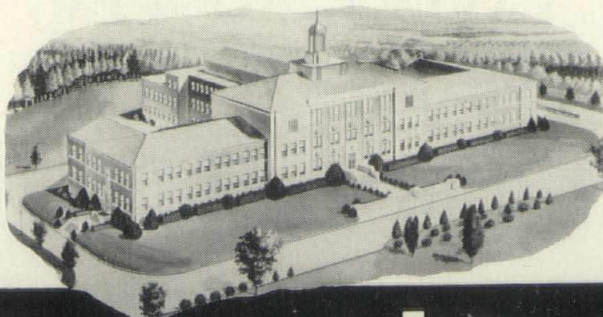
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Subcontractor: National Guard Armory, Ortho-Vent Shoe Company and, featured in this issue—Peacock-Salem Laundry.

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DWIGHT EGGLESTON MCQUILKIN, *Superintendent Emeritus, Roanoke City Public Schools*, served in the Roanoke public school system as teacher, principal and superintendent for a span of 44½ years, retiring July 1, 1953. Dr. McQuilkin was born at Shepherdstown, W. Va., in 1882, the year Roanoke was incorporated. During his professional life, Dr. McQuilkin was an active member of both the Virginia and the National Education Associations, receiving a life membership in the N.E.A. from his school. He served 10 years as chairman of the V.E.A. Committee seeking a retirement law coverage for all school personnel — achieved in 1952 with the passage of the Virginia Retirement Plan. Dr. McQuilkin has received many scholastic honors. Upon retirement he received citations of honor for his services from the Boy Scouts, the Rotary Club, the Chamber of Commerce, the City Council, from his school associates and the school board. He continues his activity in many church and community welfare organizations. He is married to the former Ethel Belle Jones of Grafton, W. Va. Their five children are Clement Dwight, Mary Jane, William Thomas, Frank Rush, and Kearney Ford. The family holds the unique distinction that all four sons became Eagle Scouts. (Times-World photo)

RECREATION IN ROANOKE

By ROBERT P. HUNTER

ONE OF ROANOKE's youngest departments entered the municipal family on January 1, 1930. The establishment of the Parks and Recreation Department was to a large measure the responsibility of Blair J. Fishburn (picture not available) and Dr. D. E. McQuilkin.

Under the able leadership of K. Mark Cowen, the Department of Parks and Recreation was well organized and prospered. Today the basic idea of Blair Fishburn and Dr. McQuilkin has matured. Roanoke is one of more than 2,000 cities in the United States which have full-time municipal recreation departments — departments catering to the leisure time interests of the people, regardless of age, sex, color or creed.

In addition to recreation, the department also operates the famous Children's Zoo on top of Mill Mountain. The Zoo was first conceived by H. Cletus Broyles and was carried through to completion under the leadership of Mr. Broyles, John L. Wentworth, Rex T. Mitchell, Jr., Virgil Holloman and Arthur S. Owens. The department also maintains all of our 31 public parks, Victory Stadium, Maher Field, Carvin's Cove water shed and is further charged with the preservation and maintenance of all city shade trees.

The activities staff of the department is called on for a multiplicity of services in addition to conducting orthodox leisure pastimes. In addition to the routine program carried out year round in the City, the staff conducts many state wide and special local activities of an outstanding nature.

The employees of the Department of Parks and Recreation know no hours in their devotion to its ideals. Their working day consists routinely of a day and part of the night. This loyalty and enthusiasm of employees assures greater value received from every dollar expended by the tax payers.

Recreation for Roanoke is big business. Properties are being maintained and facilities expanded in keeping with the city's growth. Continued emphasis will be placed upon social, cultural and physical activities, and capital improvements continued to be made on the annual basis.

The growth of the Department of Parks and Recreation is parallel to the growth of the city. From its inception on January 1, 1930, the department has prospered, grown, developed and like Roanoke, itself, has achieved national recognition.

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Featured in this issue

A Brief History of Roanoke Churches

By HAROLD FREED

ROANOKE'S CHURCHES were founded long before the city was named Roanoke. The early pioneers, coming into Roanoke Valley in search of unclaimed land, brought their religious faiths with them.

The Episcopalians and the Baptists were the first to form congregations among these early settlers. Botetourt Parish of the Episcopal Church was formed in 1770. Some families in this parish, under leadership of the Rev. Nicholas Cobbs, began to worship together early in 1800 in a small brick church (called Tinker Creek Church) located across from the present Monterey Golf Course. This church, called a "free church," was used by other denominations, particularly the Baptists.

Services were held by the Episcopalians and Baptists in the Tinker Creek Church until about 1840 when the two congregations went their separate ways. The Episcopalians built their own church ("Old St. John's") just east of the present Lucy Addison High School. The Baptists organized the Big Lick Baptist Church in the same vicinity, but it went out of existence in 1861.

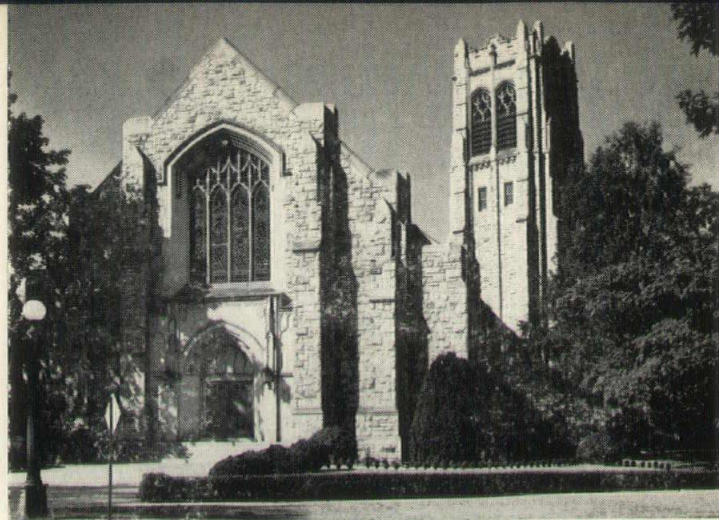
THE EPISCOPALIANS established themselves, in 1874, in a small brick church located on what is now the Post Office plaza, and "Old St. John's" was sold to the First Baptist (Negro) Church, the first Negro church established in what is now Roanoke. In 1892 the St. John's Episcopal congregation moved to its present location; the second St. John's Church was sold to the newly-formed Christ Episcopal Church, which in 1918 completed its present building on Franklin Road.

Although Big Lick Baptist Church was officially disbanded in 1861, the members did not lose hope. Encouraged by regular visitations of the Rev. J. A. Munday, pastor of Enon Baptist Church at Hollins, the First Baptist Church was organized in 1870 with the Rev. Mr. Munday as its pastor. The present First Baptist Church was built in 1929. Today there are 30 Baptist Churches in Roanoke.

The Big Lick Presbyterian Church was erected early in 1851 half a block east of "Old St. John's" on Hart Avenue. When the town's population began to move across the railroad tracks, the Presbyterians moved too, taking with them their church building, which was dismantled and moved by wagons and oxen, in April, 1875, to the southwestern corner of Third Street and Church Avenue, S. W. There it was re-erected and used until April, 1888, when a new brick building (since razed) was built. In 1882 the name Big Lick Presbyterian Church was changed to Roanoke Presbyterian Church. In 1891 the name was changed to First Presbyterian Church, and in June, 1929, the congregation moved to its present church in South Roanoke. There are eight other Presbyterian churches in Roanoke.

THE FIRST METHODISTS in the Big Lick vicinity worshipped at Thrasher's Chapel, built of logs in 1815, and located several miles from Big Lick. In 1869, however, the Methodists formed their own congregation. The first Methodist Church in Big Lick was built in 1875, but by 1885 the Methodists had moved twice, finally into a new brick building on the corner of Campbell Avenue and Third Street. In the latter year the Rev. L. R. Greene became

to tell the Virginia Story



(State Chamber of Commerce photo by Flournoy)

First Presbyterian Church in Roanoke.

pastor of the church. He died the next year but in that short period he had so endeared himself to the congregation that the church was named, and is still called, the Greene Memorial Methodist Church.

At this point in Roanoke's church history, the paths of the Methodists and the Lutherans crossed. The Lutherans had lived in Roanoke County for many years but their first church was not established until 1873, when St. Mark's Evangelical Lutheran Church was erected on land given by John Trout. The following year he became the first mayor of the newly-incorporated Town of Big Lick. When Big Lick became Roanoke, Mr. Trout again gave land, and a handsome new brick church was built on the corner of Church Avenue and Commerce Street. The new St. Mark's building proved to be too large for the congregation and in 1903 the Lutherans and the Methodists exchanged buildings. The present St. Mark's Church is on Franklin Road and Highland Avenue. There are three other Lutheran churches in Roanoke.

The Greene Memorial Methodists still occupy the building in downtown Roanoke, but since the first church was started in 1869, 12 other Methodists churches have been established in Roanoke.

The first Roman Catholic Church mass in Roanoke was celebrated in a Shenandoah Valley Railroad passenger coach November 19, 1882. When the congregation grew larger, services were held once a month at Rorer Hall. In 1883 St. Andrew's Church was completed, and this church has continued to serve a growing membership for the past 73 years. There are three other Roman Catholic Churches in Roanoke.

IN ADDITION to these denominations there are numerous others no less important to Roanoke today. Roanoke citizens represent 35 denominations with a total of 190 churches. Among denominations not mentioned previously are: Church of the Brethren, five churches; Church of Christ, two churches; Church of God of Prophecy, two churches; The Brethren, two churches; Church of God, three churches; Disciples of Christ-Christian, six churches; Evangelical United Brethren, one church; Foursquare, one church; Greek Orthodox, one church; Church of the Nazarene, three churches; Holiness, nine churches; Pentecostal Holiness, two churches; Pilgrim, one church; Wesleyan Methodist, three churches; First Church of Christ Scientist, one church; Jewish, two churches. In addition, there are 12 other demoninations.

(Continued on page 71)

Guardians of the Law

By FRANK H. WEBB
Superintendent of Police, Roanoke



FRANK H. WEBB, a native of Franklin County, joined the Roanoke police force in 1934 as a patrol driver, the lowest job available. Eighteen months later he was put on Motor Cycle Squad. In September 1940, after two months with Vice Squad, he was transferred to the Detective Bureau and less than two years later became the second man in the history of the force to become a detective sergeant. A month later he was made Detective Lieutenant and on July 1, 1943, acting Captain of Detectives. "Major" Webb became Superintendent of the Roanoke Police Force in 1952. He is a Mason and a Shriner, a Pythian, member of the Exchange Club, the International Association of Police Chiefs and First Vice-president of the Virginia Association. In 1949 he was selected Detective of the Year. Married to the former Esther Angle, he has a son, Robert A. and a daughter, Beth (Mrs. Jack Parrish).

THE FIRST ACT OF any community is to organize a law enforcement group. In the early days of Big Lick all law was enforced by the Sheriff of Roanoke County, his deputies and a constable. When the town was formed in 1874, a local man was appointed Town Sergeant. It is thought that J. W. Gwaltney was the first Town Sergeant and D. W. Armstrong the last before Roanoke was formed. With the coming of the Town of Roanoke, a council appointed a Chief of Police and several policemen, one of whom was Napoleon W. Wade, who became chief in 1882.

The lot of Roanoke's early policeman was not a happy one. The Town was lawless, as boom towns usually are, and there was never enough money to employ enough policemen. Roanoke had only been launched a short time when a depression hit. Local newspapers stated that 25 saloons were in the city; a check of the order book revealed only 17 but they doubtless contributed to problems of the police. By 1886 there were many newcomers to Roanoke, some highly undesirable, and crime had increased.

Big Lick had a calaboose which was sold for lumber when the town built a new jail behind Town (Rorer) Hall. In 1887 another new jail and courthouse was built on a part of the present site of the Municipal Building.

Rumors of the coming of what is now the Winston-Salem Division of the N & W, increased the boom fever and with a greater population, an extra burden was put upon the police. Gambling, petty larceny, assaults, even attacks on the police increased.

In 1908 G. G. Hurd was the lone motorcycle officer. What is today known as the Motor Cycle Squad originated in 1894 when A. H. Griffin, later Chief, was named detective sergeant and a bicycle man. However, the branch was soon abolished.

The Gamewell Telegraph System (police boxes) has been in operation many years, but prior to its installation the lone policeman had to rely upon his club, raps, whistle or even a shot fired for help. In times of great emergency, such as a riot or calling out militia, prearranged signals were struck on fire bells. The early police hauled the fighting drunk or dangerous criminal to jail bodily since there was no patrol wagon until 1913.

Today's modern, efficient Roanoke police department numbers 132, including policewomen, policemen, communications men, traffic bureau personnel, office help, detectives, and patrolmen on special jobs.

The Chief answers to the honorary title of "Major." Until 1922 it was the custom to appoint old experienced officers as Chief. City Manager W. P. Hunter decided that an outsider, preferably one with military training, would be the best type of man to make Chief, with the title of Major. Accordingly, he appointed Robert Francis Taylor, an ex-captain of the Spanish American War, who served until 1928.

Practically all of the present corps of detectives have studied handwriting, photography and had general identification training through the Institute of

(Continued on page 64)



These members of the Roanoke Police Force have received the coveted Cop of the Year award in the order in which they are pictured: top row, Det. Sgt., J. B. Jennings, Det. Sgt. J. T. Mitchell, Captain K. E. Allman and Patrolmen E. B. Hamblett, W. L. Penn and H. J. Heath. This award was created six years ago by LeRoy Schneider of the Schneider Oil Company, Inc. because he was so impressed by the courtesy, intelligence and devotion to duty of the Roanoke Police Force.

City of Roanoke's council members. First row: Mrs. Mary C. Pickett and H. A. Davies. Second row: Vincent S. Wheeler, Vice-Mayor W. B. Carter and Mayor Walter Young. Third row: Benton O. Dillard and Roy L. Webber. Mrs. Pickett is the only woman in Roanoke ever to have served on city council.



ROANOKE'S MUNICIPAL GOVERNMENT

by
ARTHUR S. OWENS,
Roanoke City Manager

DEPARTING FROM THE usual custom, this sketch is the reaction of the man-in-the street; the retired machinist on the park bench, or of any other average citizen of Roanoke.

We have read magazine articles on this subject, feature stories, Chamber of Commerce and business reports, special reports of civic clubs and many others; this report, we repeat, is a sketch of the Roanoke municipal government as told me by one of the ordinary people. After

all, a city is the people who by choice choose that particular area in which to live.

Roanoke's first charter was granted on January 31, 1884, and was similar to the governmental forms long in use by cities within the Commonwealth. It provided for a mayor and an unicameral council of 12 members, four to be elected from the original three wards, Jefferson, Kimball and Highland. The hustings court, set up in the first charter, of feudal origin, later became the court of English towns and cities. Roanoke is one of the few Virginia cities which have kept the old name.

The first council appointed police commissioners, who in turn appointed a police chief and officers. The voters elected the usual officials, including three justices-of-the-peace.

After many amendments to the original charter a new charter was obtained on February 12, 1892 which provided for a 20-member council, an extension of the city limits and some extra officials, including the first city engineer. Another charter, obtained February 28, 1896, among other changes, abolished the police commissioners' board, and gave its powers to the mayor, and, in addition gave the power of veto.

In 1904 a change was made by ordinance, which, in the light of present day standards, would be considered a step backwards. The legislative body of the city became a common council of 22 members, along with a 14-member board of aldermen.

This form of government existed until 1915, when the first city-manager plan, instituted in 1908 in Staunton, proved so successful that many cities in the Commonwealth and the nation began to see its advantages. Roanoke City,

with permission of the General Assembly, adopted the plan on May 6, 1918, to become effective September 21, 1918.

One of the advantages of this form of government is that the citizen has his finger upon all public servants by use of his vote, because council elects the judges of the municipal courts, the City Attorney, the City Auditor, the Library Board, the School Board, the Clerk of the Council, police court clerks and the

(Continued on page 62)



J. ROBERT THOMAS, Coordinator of Civil Defense and City Clerk, a native of Roanoke, is secretary-treasurer of Roanoke Diamond Jubilee, Inc. During World War II he served with the Air Force in the E.T.O. receiving many decorations. He is a member of Lions Club, Masons, Shrine, Municipal Officers Finance Assn., South Roanoke Methodist Church and is vice-president of Modern Floors, Inc. He has been with the City of Roanoke since 1925. He is a member of the State Civil Defense Evacuation Committee. Married to the former Helen Elizabeth Armistead, he has two sons—James Robert, Jr. and Edward Armistead. (Times-World photo)



ARTHUR S. OWENS, native of Richmond, has been City Manager of Roanoke since January 1, 1948, coming here from similar work in Portsmouth. Previously he was engaged in coordinating and supervising trade and industrial education for WPA, Woodrow Wilson High School, Portsmouth, and the State Department of Education. He is vice president of International City Managers Association; member Rotary, Executive Club, Elks, Masons among others. Married to the former Julia Downs, he has two children Sallie and Benjamin Tyler (Times-World photo)

INDUSTRIAL ROANOKE

(Continued from page 15)

prospects during critical stages of negotiations. Whenever feasible, the Corporation does not encourage the utilization of RVDC funds for the construction of buildings to lease to new or expanding industries. Every effort is made to channel inquiries from desirable concerns to other sources of capital in the area, interested in this type of investment.

RVDC presently owns outright two large industrial tracts west of the Town

of Salem at Glenvar. Both are near the main lines of the Norfolk & Western and Virginian Railways and adjoin the Koppers Company Wood Preserving Division plant. The acreage of the two sites totals almost 80 acres and will be offered at fair market value to desirable concerns interested in creating new or expanded payrolls in the Valley. In addition, RVDC owns jointly, with a group of Vinton businessmen, a 10-acre tract that is being held as the location

for a Roanoke manufacturer that has plans for doubling the size of his present operation.

An increasing number of Western Virginia towns and cities have followed Roanoke's lead, and are forming "industrial foundations" or development corporations of their own. Roanoke is glad to lend them the benefits of its own experience.

This activity benefits the business interests of Roanoke Valley in many ways—and helps to reveal many new facets of our local economy. Greater Roanoke is a true regional trade center. Appreciable parts of new payrolls in the smaller towns and counties of the vast surrounding region are eventually poured into the cash registers of a wide range of local businesses. Many of Roanoke's factories represent consumer type goods that are sold throughout the region. The Valley's wholesalers also benefit from the new payrolls. These commercial outlets include distributors, wholesalers, branch offices of regional or national concerns, warehousing, resident representatives, and manufacturers' agents.

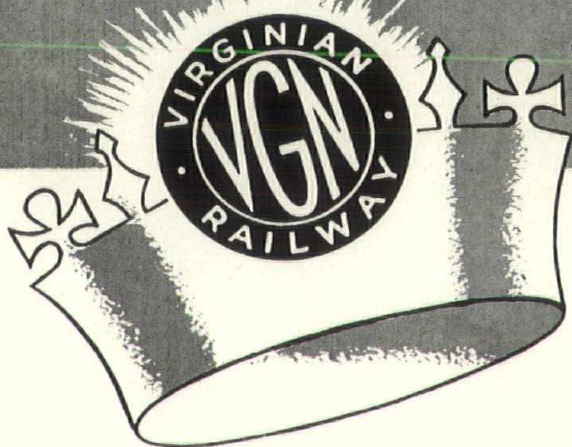
MODERN RETAIL CENTER

Another important segment of Roanoke's commercial structure is its retailers. New payrolls, both locally and throughout the region, add substantial dividends to the annual business volume achieved by Roanoke's merchants. Guided by hardworking members and staffs representing the Merchants' Association and the Chamber of Commerce, Roanoke's business interests have made encouraging progress in maintaining a modern retail center. Dramatic evidence of this is the downtown area's rapidly changing skyline.

Roanoke has been preparing for new retail dollars by attempting to work out part of the solution to the modern city's constant nightmare—off-street parking. This was accomplished through the construction of two multi-story parking garages, financed and operated by private enterprise. The Merchants' Association and the Chamber of Commerce acted as trustees in the sale of preferred stock to local property owners and merchants. The operator of the garages provided the common stock, and the rest of the financing was secured from the usual sources. This provision is unique for cities of Roanoke's size, and the two projects appear to be real contributions to downtown prosperity.

On Church Avenue, foundations are being poured for First Federal Savings & Loan Association's new seven-story office building. First Federal will utilize

The Virginian Railway is Proud to Sparkle in the crown of Virginia's Star City



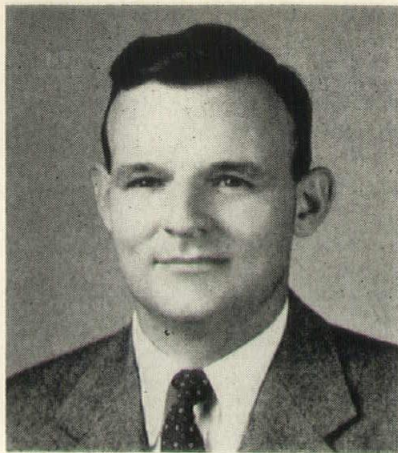
Congratulations Roanoke

We are happy to be serving the city which has grown gracefully from one of America's first settlements to one of the country's proudest cities. We are proud to congratulate Roanoke on their approaching Diamond Jubilee and we will continue to play a vital role in the daily life-line of the city.



The Virginian Railway Co.

TERMINAL BLDG., NORFOLK 10, VA.



PAUL W. MILLER, Manager of the Industrial Department of the Roanoke Chamber of Commerce, moved to Virginia four years ago. He was formerly assistant to the Industrial Engineer, Atlanta Chamber of Commerce. In addition to his regular duties in Georgia, a spare-time project included "Atlanta, Capital of the South," a 318-page volume in the American Guide Series, published in 1949. A native of Franklin, Penn., Mr. Miller married the former Mary Harrison of Atlanta, and has one daughter. He is a member of Rotary, and serves as Secretary of Roanoke Valley Development Corp. (Davis Photo Co.)

the first floor and mezzanine, remaining floors will be rented to other tenants. Nearby on Church Avenue, S. & W. Cafeteria has built one of the most impressive and modern outlets in its system. It adjoins the new Heironimus store, and provides a direct inside entrance to the main store.

The dramatic force of new local and regional payrolls is evidenced in many other projects. The Valley's six major banks have completed or are carrying out modernization projects, either at branch or main locations. WSLN-NBC Radio and Television occupies a million dollar headquarters in downtown Roanoke. Nearby, WDBJ-CBS Radio and Television, owned and operated by Times-World Corporation, has expanded its stations, along with the area's two daily and Sunday newspaper plants, into one modern headquarters. Hotel Roanoke has added a new wing and vastly improved convention facilities. Downtown Patrick Henry Hotel this year completed an overall interior modernization. Major modernization programs of several well known retailers have been announced or are already underway.

For suburban development, Sears-Roebuck has under construction a large retail center on a 10-acre site along Williamson Road. The store will be

built in conjunction with a Kroger Company outlet. Several legs of a multi-million dollar viaduct over the N & W Railway main lines have recently been opened. They feed into Jefferson Street, Second Street, US 11-460, and other heavy traffic arteries. The viaduct has eliminated the nearby grade crossing over Jefferson Street, and a pedestrian underpass is now being built at that point. The overall traffic patterns produced by the viaduct are expected to point up the need for additional by-pass streets near the perimeter of the downtown area.

Several proposed shopping centers, most of them projected along US 11 and 460, have been announced and schedules are being developed for the construction of these retail and service units. Plans for the shopping outlets appear to be typical of the national urban trend toward suburbanization, and they should be no real economic threat to the established downtown retailing center.

ROANOKE HAS ITS PROBLEMS, TOO

The composite effect of the foregoing activities usually brings with it real problems—and Roanoke shares those problems common to many cities that achieve rapid growth. Roanoke is a young city—it is getting ready to observe its 75th birthday with a Diamond Jubilee celebration next year—but a number of growing pains are evident. The recently created Roanoke Valley Regional Planning and Economic Development Council will attempt to bring about an orderly future growth.

The Council is in reality a metropolitan planning commission, composed of 12 persons representing the four local governments of Roanoke, Roanoke County, and the Towns of Salem and Vinton. Chairman of the group is G. L. Mattern, a prominent local civil engineer. The permanent staff will have a planning engineer, and will include drafting and clerical personnel, all of whom will work toward the creation of a master metropolitan plan for Greater Roanoke.

Despite the phenomenal pattern of growth throughout the Valley during the postwar period, a number of improvements are vitally needed in order to achieve a true metropolitan status. It is hoped that the new Regional Planning Council will help bring these to light, and spell out ways to remove the deficiencies. The most pressing needs now center on the following: an equitable system of local taxes; adequate public schools; a better system of traffic flow; overall area development; im-

proved recreational and cultural facilities; and extensive modernization of many downtown buildings.

The more specific projects include a municipal auditorium; planned industrial and commercial districts; additional working assets for Roanoke Valley Development Corporation; airport improvement and expansion; new zoning ordinances and allied municipal improvements; additional tourist promotion; expansion of utilities; redevelopment of fringe areas and slums; new Negro residential areas; and assistance to the region's agricultural interests.

If the present rate of economic growth is maintained, Greater Roanoke is destined to emerge as one of the significant Southern trade capitals during the latter part of the century. Located strategically between New York and Atlanta—and well situated to serve both major markets these two cities represent—Roanoke should reap substantial benefits as the migration of American industry continues to favor the Southern states. The efforts of the Valley's business and civic leaders—and the calibre of their long-range planning—will largely determine the extent of this growth.

VIRGINIA IRON, COAL AND COKE COMPANY

SAMUEL T. BROWN,
President

Roanoke, Virginia

ROANOKE COLLEGE: A SALEM LANDMARK

by H. SHERMAN OBERLY, *President*

ALTHOUGH FOUNDED in 1842 at Mt. Tabor, Virginia, Roanoke College was moved to Salem in 1847.

The college has been most successful in training young men and women in the arts and sciences amid an atmosphere of Christian ideals and conduct. Leaders in military, government, medicine, education and religion have received training in Roanoke classrooms.

By choice, the college has remained a small liberal arts institution granting B.A. and B.S. degrees. The average enrollment is 550 with one faculty member to every 12 students.

The college prides herself in her role as an educational and cultural leader in the Roanoke community. Annually more than 50 percent of the student body is from the Roanoke metropolitan area—proof of her service to the community.

Roanoke is fully accredited by Southern Association of Colleges and Secondary Schools as a four-year coeducational college. She is a member of the National Commission on Accrediting, the Association of American Colleges and the Association of Virginia Colleges. She also is on the approved list of the American Medical Association.

The 26-acre campus is shaded with stately trees. A large athletic field, tennis courts, outdoor and indoor swimming pools and running track provide students with a rounded athletic and recreational program.

Dr. H. Sherman Oberly, the college's fifth president, heads a strong faculty representing 50 colleges and universities. A special faculty advisory committee helps with the counseling of freshmen. Other students receive personal attention from faculty members.

Roanoke is formally related to the United Lutheran Church in America and receives modest support from the Lutheran Synod of Virginia.

The policies of the college are governed by a 30-member board of trustees—mostly alumni representative of all walks of life. The students, themselves, have a student government including representatives from all classes, elected by their classmates.

Students are offered the opportunity for membership and participation in denominational groups, debating, dramatics, college choir and social organizations.

Athletics at Roanoke rank with the

best among small colleges in the country. A complete program of intramural sports for men and women students is directed by full-time faculty members.

The school is a member of the Mason-Dixon Intercollegiate Athletic Conference and the Virginia Little Eight. Men compete with other schools in soccer, cross country, indoor and outdoor track, basketball, golf, tennis and swimming. Women may compete in field hockey, basketball and tennis.

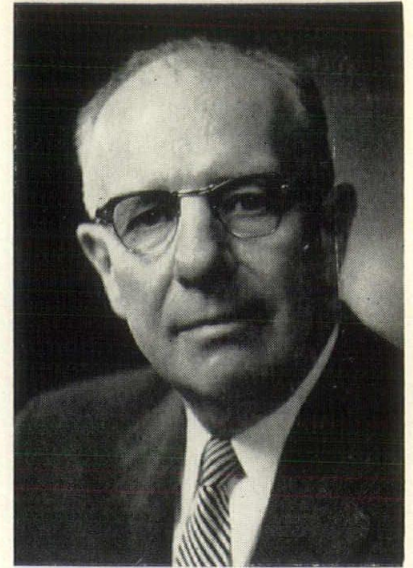
Students who need material help are assisted through scholarships, grants-in-aid, part-time employment and loans.

Comfortable dormitories are provided resident men and women students. Rooms are available in single, double and suite, consisting of a study and two bedrooms. All residents students take their meals in the College Commons.

The Bittle Memorial Library is equipped with an adequate supply of reference books, carefully catalogued, and is under the supervision of trained librarians.

A placement office helps students locate with leading industries in Roanoke and throughout the nation. Students also receive advice and help in securing fellowships and scholarships for graduate work at other institutions.

Roanoke College can point with pride to her achievements over the past 114 years and she looks confidently to the future and an even greater contribution to the welfare of the Roanoke Community and the nation.



DR. H. SHERMAN OBERLY, president of Roanoke College since 1949, is a native of Illinois. Active in civic and community affairs, he was the first president of Roanoke Valley Heart Assn., Personnel Assn. of Roanoke, Roanoke Fine Arts Center. He also served terms on Blue Ridge Council of Boy Scouts and the board of the Roanoke Guidance Center. He is the immediate past president of Roanoke Rotary Club. Dr. Oberly was awarded honorary degrees from Muhlenberg (from which he received his B.A. degree) and Gettysburg College. He served as alumni trustee on the Board of the University of Pennsylvania (where he earned Masters and Doctorate degrees in psychology), and was on the Board of Trustees, Marion College. He was a teacher at the University of Pennsylvania and Dean of Admissions for 10 years before coming to Roanoke. He is an active Lutheran layman. (Photo—Fabian Bachrach)



Roanoke College, founded in 1842, 35 years before the beginning of Roanoke City.

HOLLINS COLLEGE: AN EDUCATIONAL TRADITION

by

JOHN R. EVERETT, *President*



DR. JOHN R. EVERETT, *president of Hollins College since 1950*, is a native of Portland, Oregon and was educated principally in Pennsylvania. His degree subjects include mathematics, ethics, economics and philosophy. To mention just a few of the impressive list of boards and commissions on which he's served we might list: Chairman, Connecticut State Research Council (1946-49); Member, Special Senate Investigating Committee on Education; Board of Trustees, Virginia Foundation for Independent Colleges and Delegate Chairman to the third and fourth Annual UNESCO Conferences. Dr. Everett has authored many books and articles on subjects as varied as religion, economics and social progress. In 1950, at 31, he was selected one of the 10 outstanding young men of the year by the United States Junior Chamber of Commerce. Married to the former Elizabeth Sloan, they have one daughter, Margaret Elizabeth.

FOUR DECADES BEFORE the City of Roanoke, there was started at old Botetourt Springs resort in northern Roanoke County an educational endeavor which today is Hollins College. In 1842 the Reverend Joshua Bradley came to Roanoke County from New York State for the stated purpose of "improving education in Virginia." Aided by Roanoke County citizens, he began a school for boys and girls. It was placed under the patronage of the Valley Union Education Society of Virginia, and was named the Valley Union Seminary.

Mr. Bradley resigned in 1845 and the Board of Trustees, appointed by the Education Society, was able to interest a young professor, Charles Lewis Cocke, to come and place his money and talents into the project.

In the field of education Mr. Cocke was a pioneer. At that period higher education of women was not popular and little attention had been devoted to it in the South.

Mr. Cocke devoted his entire energies to the task. One of his first steps was to discontinue the popular boys' department of the school.

For 55 years, until his death, Mr. Cocke directed the college.

Prior to the War Between the States, the college had begun to expand. The first significant financial support came from Mr. and Mrs. John Hollins of Lynchburg. In 1855 the name of the school was changed to Hollins Institute, in 1911 to Hollins College.

In 1901 Miss Matty L. Cocke succeeded her father as head of Hollins. Under her guidance it continued to grow—with the library, infirmary, new faculty houses, a science building, a music building, Presser Hall, and a theater being built.

In 1925 the owners offered to turn over the college property, valued at one and a quarter million dollars to the new Board of Trustees. Condition of the transfer was the raising of an adequate endowment-improvement fund. Accepted by a new board, Hollins College Corporation, on August 1, 1932, the college was deeded to them and placed upon a public foundation as it had been from 1842-1900.

Dr. Bessie C. Randolph succeeded Miss Cocke in 1933. Despite the depression years and World War II, the college made notable educational strides and when she retired in 1950 the college was without debt and was soundly operated both educationally and financially.

Dr. John R. Everett, 31-year old chairman of the department of philosophy in the School of General Studies at Columbia University, was appointed president in April 1950. He soon discovered the sound foundation built by his predecessors and found the college and its constituency willing to pursue a vigorous program of growth.

Immediately the faculty began a study of the curriculum, seminars on vital public questions were held, the curriculum was liberalized and many new courses added. With the second session, enrollment showed a large increase, the first of a series changing the size of the student body from 325 to the present 580. Recognizing that a sound faculty is the heart of an institution, the first step of the building program was construction of five faculty houses. Next came two dormitories, a library, an addition to the arts annex and numerous improvements. The trustees have just approved plans for a new chapel. Part of this growth was made possible by a fund raising campaign conducted in 1952-53. During the past decade Mrs. Alfred I. duPont, a Hollins trustee, has added immeasurably to the financial resources of the college by a continuing series of gifts.

College progress was indicated when the Board of Trustees announced last year a minimum salary scale for each academic rank. This scale, beginning at

(Continued on page 69)



Main building, Hollins College, erected in 1869.

(John Kelley Photo)



(Goodwin-Gentry Studios)

Roanoke County Agricultural Extension Service Staff—left to right: Edward S. Allen, County Agent; Mrs. Lula O. Crawford, Secretary; Aubrey R. Slayton, Assistant County Agent; Mrs. Jane Ewing Assistant Home Demonstration Agent; Miss Frances Headen, Secretary; Mrs. Irene Green, Home Demonstration Agent.

Agriculture Is Still Big Business In Roanoke County

by

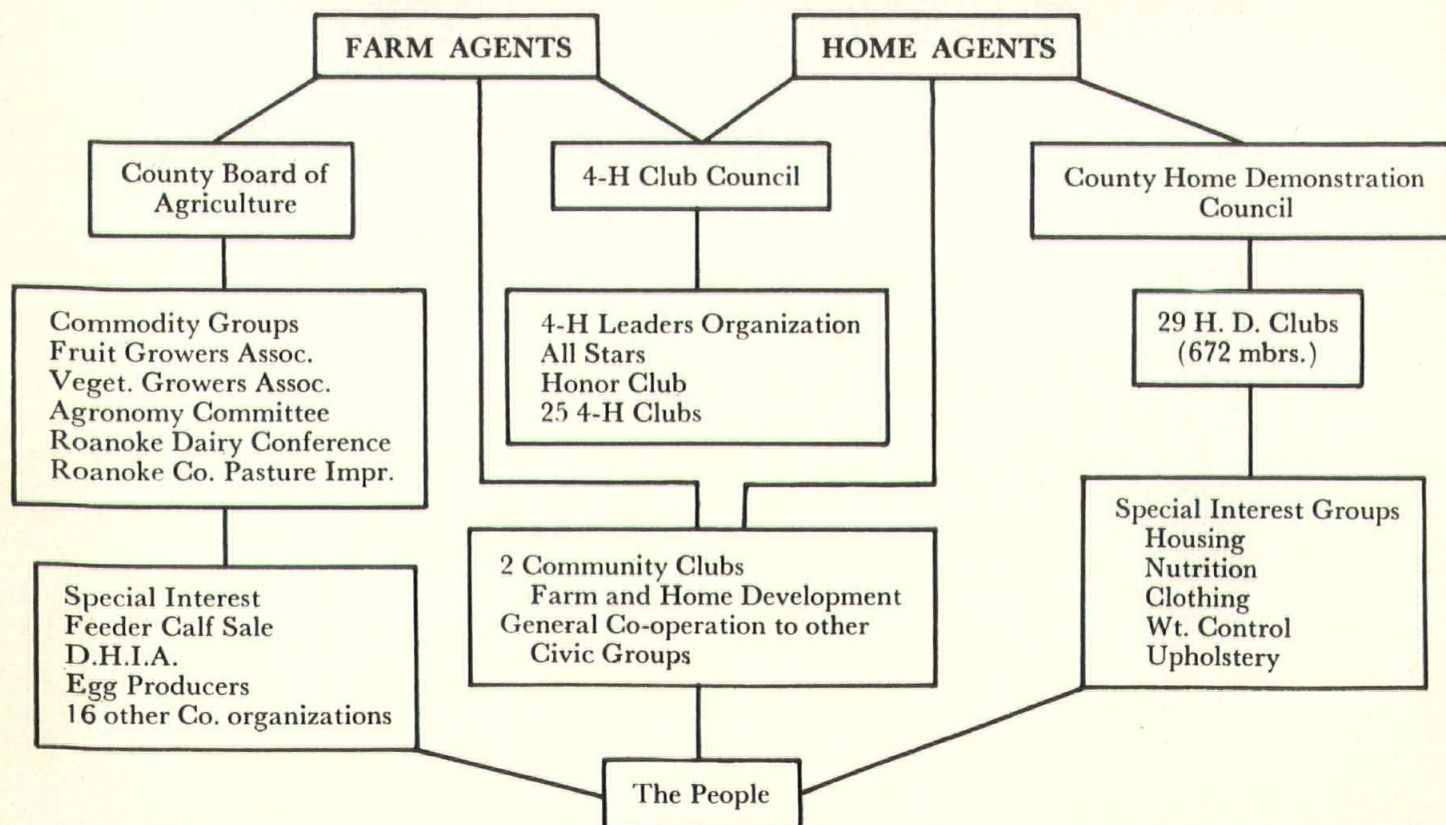
EDWARD S. ALLEN,
County Agent

MRS. IRENE M. GREEN,
Home Demonstration Agent

AUBREY R. SLAYTON
Assistant County Agent

MRS. JANE M. EWING,
Assistant Home Demonstration Agent

ROANOKE COUNTY EXTENSION PROGRAM



ROANOKE COUNTY lies at the southern mouth of the Valley of Virginia and is considered the gateway to Southwest Virginia. It is divided by the Roanoke River whose broad, flat bottoms offer level, productive cropland. The rolling hills to the west and north offer abundant bluegrass grazing for cattle. From the steeper slopes and higher plateaus in the southern and eastern end of the county comes a large share of the states' prided apples and peaches.

The county covers an area of 305 square miles of which 140 are devoted to farming. The remaining area is mountainous timberland and land upon which the city of Roanoke, and the towns of Salem and Vinton have grown up.

The average size of the 1,217 farms is 70.9 acres. The majority of the Roanoke County families who live on these small farms do part-time farming and earn their livelihood from one of the industries located within the metropolitan area. One fourth of the county women work in industry or other public jobs. One third of the county homes have been built since 1940.

Since most families in the county have easy access to Roanoke, there has been a continual trend toward urbanization. Nevertheless, Roanoke County is an important agricultural county—receives the largest share of its agricultural income from dairying enterprises, ranks eighth in the state in the value of fruit sales, produces enviable amounts of fresh poultry and eggs and ranks fourth among all counties in the sale of nursery and greenhouse products. Vegetable production and beef cattle raising also return sizable revenue.

With the trend toward part-time farming and a decrease in the number of farms have come problems such as competition for land use, housing, and similar problems peculiar to combined rural-urban areas. In an effort to meet each as they arise, the farm residents have combined their efforts to improve their own standard of living and the welfare of the county as a whole. This has not always been easy.

Throughout the recent history-making years, these rural and semi-urban people have requested the advice, counsel, and assistance of many public service and governmental agencies. As agricultural representatives of Virginia's Land Grant College, V. P. I., the Agricultural Extension Agents in Roanoke County have attempted to channel the latest technical information to the farm people. They are dedicated to help them improve conditions by using what they already have more

wisely and efficiently. Assistance offered through the Agricultural Extension Service is designed to meet the needs of the homemaker, the youth and farm men of the county.

Homemaking is a business in itself. The Roanoke county homemaker needs information, training, and encouragement in stretching the dollar, wise buying and thrift in the home, keeping her family well through proper nutrition and health habits, saving her own time and energy through efficient management, work methods and proper equipment, making the home comfortable and attractive; and most important, caring for the children intelligently—raising them to become honorable and useful citizens.

The 700 members in the 29 home demonstration clubs in Roanoke County plan their program with these needs in mind. Nutrition has been emphasized in the past five years with such demonstrations as the Balanced Diet, Dangers of Overweight, New Ways with Vegetables, The Family Garden and its Contribution to Good Nutrition and many others. The Home Demonstration Program has been planned with emphasis on limited subject matter fields so that a greater knowledge can be gained on these subjects.

1957 PROGRAM

The 1957 program will stress Public Affairs, Citizenship, and House Furnishings. Club leaders will be trained in Leader Training Meetings so that they may inform their local clubs through demonstrations. Special interest workshops are held for such subjects as Upholstering, Freezing, Home Nursing, and Crafts.

The 4-H Club is an organization of rural youth. Any young person between the ages of 10 and 21 may enroll in an organized 4-H Club and become a member by completing some type of 4-H project work. Participation in club and project activities help to develop the Head, Heart, Hands, and Health slogan for better living. There are 101 4-H projects to choose from ranging from poultry, gardening, and rabbits, to outdoor cookery, good grooming, room improvement, and entomology.

There are 689 4-H Club members in Roanoke County, with 45 volunteer leaders to help them and many project leaders in small local club groups. Other leaders take an active part in schools, where 4-H Club activities are welcomed. 4-H members are encouraged to discuss projects and select an over-all county project at a planning

meeting composed of leaders and club representatives. The county-wide project for 1956 was electricity. These were the results: 59 exhibits, displays, and posters made; 676 members enrolled in project; 32 electric workshops held in county; 242 lamps constructed; 320 electric demonstrations given; 700 extension cords made; 590 learned more about caring for electrical appliances; 231 toy electric motors made (30 electric motors repaired or cared for); 1,472 pieces of farm and home electrical equipment made or added; 60 attended county wide electric tour; 54 radio programs on electricity presented; six TV programs presented.

Boys and girls in 4-H Club work have opportunities to participate in many community activities. They also may win awards according to their club interest and activities. Some of the annual events are: Annual Christmas Party, Talent Show, Public Speaking Contest, 4-H County camp, County District and State Demonstration Contests, Leadership Camp, Achievement Day, Rural Life Sunday, National 4-H Club week, County Fair.

Other organizations offering recognition for outstanding members are: The County Council, the County Honor Club, The County All Star Organization. Too, they may become Jr. Leaders.

4-H Club Leaders, who help with project work, organized within the county during 1956. Through this organization, leaders meet and are trained in necessary projects to better serve the county 4-H Groups.

Roanoke County's adult men's agricultural program is planned in cooperation with and under the advisement of the County Board of Agriculture. This Board is made up of commodity group heads, organization chairmen, community leaders, 4-H Club council, and professional agricultural workers in the county. The Board meets each year to study the county agricultural situation; to set up long and short time goals and make a plan of work for the coming year which serves as a guide for the Extension Agents.

The two men agents work directly with 25 organized groups in the county. They also assist farmers and other residents within the county and city, with problems pertaining principally to agriculture.

Each phase of agriculture in Roanoke County continues to present problems—the marketing of crops, combating of insects, control of crop diseases as well as ornamentals, etc. Through the use of scientific information from our Land Grant Colleges, farmers are learning to

(Continued on page 70)

By M. CARL ANDREWS



M. CARL ANDREWS, editor of the editorial page of the ROANOKE WORLD-NEWS since 1946 when he returned from three years of service in the Navy, has been associated with the parent Times-World Corp. for 27 years. Educated in the public schools of Newport News, he is a graduate of William and Mary and is a member of Phi Beta Kappa, Omicron Delta Kappa, Phi Kappa Phi and numerous other honor societies. He is a past president of the Roanoke Rotary Club and Rose Society and has been active in many civic organizations. In 1952 he nominated and won All-America City honors for Roanoke from the National Municipal League. He is an elder and former chairman of Deacons of the First Presbyterian Church. At present he is secretary of the National Conference of Editorial Writers.

ONE OF THE MARKS of true greatness in any community is to be found in evidences of its efforts toward fostering and attaining the finer things of life. When that community is young and absorbed in its physical growth, culture often takes a back seat. Not so with Roanoke.

The Star City was scarcely ten years old when enterprising citizens erected the Academy of Music which served as the home of the legitimate stage, concerts and many other activities for over a half century. Outstanding figures of the theatre and the world of music and ballet trod its boards until time ended its career in 1948.

For many of those years the local Gilbert and Sullivan Light Opera Co. played to capacity audiences. Amateur groups such as the Patchwork Players supplemented professional fare. For decades the Norfolk and Western Railway's employe band held indoor and outdoor concerts.

Roanoke College at Salem and Hollins College just north of the city, both founded in 1842, had been doing their part for culture some 40 years when Roanoke was born.

Today they are among the chief contributors to community life through their extracurricular programs. Hollins offers its students and friends regular concerts, plays, lectures and dance recitals each year. Some of the world's outstanding artists are booked in the

Little Theatre. Roanoke College is best known for its sponsorship of the summer players, The Showtimers, founded in 1951. A six-week schedule offering a different play each week regularly attracts capacity crowds to the Laboratory Theatre. Members get experience not only in acting but in directing, scene designing and costume making.

Undoubtedly the most influential organization in the musical life of the city for a half century has been the Thursday Morning Music Club. Formed originally as a pleasant medium for enjoyment of good music among a comparatively few public spirited women, the club gradually expanded its program. Today it offers to the public on subscription basis a series of concerts which always includes one of the Nation's top symphony orchestras and leading individual artists. Since folding of the Community Concert Association two years ago, TMMC has doubled its own season. It also encourages young artists by sponsoring appearances at regular club meetings.

Most amazing success in the cultural field has been the advent of the Roanoke Symphony Orchestra. After a number of false starts in this field, interested citizens brought the brilliant young conductor, Gibson Morrissey, from Bluefield three years ago. Drawing on a wide surrounding area for artists, he soon had an orchestra of 80 which has performed with remarkable success.

(Continued on page 58)

the star city makes its own culture



Roanoke Youth Symphony.



Roanoke Fine Arts Center.

Growth and Development of Roanoke City-County Schools

Compiled from information supplied by

EDWARD W. RUSHTON,
Supt. City Schools

HERMAN L. HORN,
Supt. County Schools

MURRAY K. COULTER,
Pres. National Business College

A. R. KENNETT,
Pres. Virginia Southern College



HERMAN L. HORN, Superintendent Roanoke County Schools since July 1955, is a native of Augusta County. He received his B.A. from Bridgewater College; M.A. and Ph.D. from Duke University, did graduate work at the University of Virginia and Harvard. A high school instructor for many years, his first position in Roanoke County was as Director of Instruction. He was a Field Director during World War II for the American Red Cross. He is a member, Alpha Kappa Phi and Phi Beta Kappa fraternities. Mr. Horn served as governor of District 24A, western half of Virginia, Lions International.



A. R. KENNETT, founder and president of Virginia Southern College, is a C.P.A. and an attorney. He is a director of E. G. Gill Eye & Ear Foundation and a member of American Institute of Accountants, National Assn. and Council of Business Schools, National Business Teachers Assn., National Office Management Assn., Lions Club, Chamber of Commerce and others.

(Thurman S. Deyerle Studios)

to tell the Virginia Story

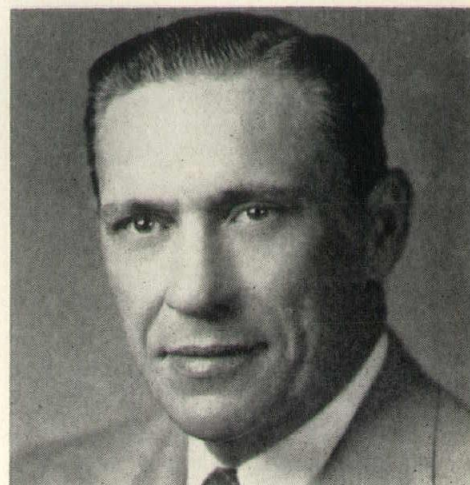
THE HISTORY OF THE schools of Roanoke and Roanoke County antedates the history of Roanoke. It was in 1870 that the first public schools appeared in Big Lick District, that section of Roanoke County which is now Roanoke.

Private schools and academies flourished in ante-bellum days. The first of these was Salem Academy, founded a year after the organization of Roanoke County in 1838.

An important step toward public education was taken in 1839, when the first county school board was appointed. That year the first state school funds received were \$119.17. However, there are no records to indicate that any school houses were built from public funds until 1870, the year Virginia's public school system was organized. Roanoke County cooperated with the new state superintendent, William Henry Ruffner, by setting up four school districts—Catawba, Big Lick, Salem, Cave Springs. Luther R. Holland was first county superintendent.

During the first year 17 white and six Negro schools were opened. Seven hundred forty-three white and 370 Negro children were enrolled. The school term was four and one-half months and they had four texts—Holmes' Reader & Speller, Maury's Geography, Davies' Arithmetic, and Harbey's Grammar. The principal furnished the school his maps, books, charts, etc., and the School Board took no chances . . . if the principal were ever dismissed, such materials belonged to the School Board. The total cost of public education that year was \$3,560.50. Men teachers were paid \$30.00 a month and women teachers \$26.83.

In 1884, the two-year-old City of Roanoke set up a separate school system, and enrollment at that time was 352 white and about 150 Negro pupils. By 1895 a high school had been organized with two teachers and 23 pupils—all girls. Several rooms in Commerce School (one of the two original schools organized by the County on the site where today's post office stands) was used for these pupils. It seems truly magic that this beginning has grown



EDWARD WATSON RUSHTON, Superintendent of Roanoke City Public Schools, is a native of South Carolina, where he served in several places as principal, state high school supervisor and superintendent of schools before coming to Roanoke as assistant superintendent in 1952. He became superintendent the following year.

Dr. Rushton, an active Methodist, is vice-president of the Rotary Club of Roanoke, member of the Public Library Board, and of the Guidance Center Board. He is married and has three children. (Toal's Studio, Columbia, S. C.)



MURRAY K. COULTER is president of National Business College. A graduate of both National and VPI, Mr. Coulter has been connected with the college since 1936, with an interim of five years spent in the Army during World War II. Discharged with the rank of Lieutenant-Colonel, Mr. Coulter returned to NBC as vice-president, and succeeded to the presidency in 1951 upon the death of M.A. Smythe. He is the son of E. M. Coulter, president emeritus.

now to three high school buildings with 164 teachers and 3,487 pupils. Roanoke's first graduating class in 1894 consisted of seven young ladies.

Enrollment continued to increase and, in 1898, a new high school was built at the corner of Roanoke Street and Church Avenue. This building now serves as School Administration Building. The present Jefferson High School was built in 1924. The Negro high school was built in 1918. The present Addison High School (Negro), with facilities for a wide variety of courses, was built in 1950. The other high school, William Fleming, was acquired by annexation from Roanoke County.

In the County, under five superintendents, progress was slow and painful. When Roland E. Cook took over as superintendent in 1906, an era of marked progress and achievement was ushered in. By this time there were 74 white and 19 Negro schools to serve 3,715 pupils. The county owned 68 school buildings of which 11 were built of logs and only three had more than one room. School property averaged less than \$1,000 per building in value. In Mr. Cook's first annual report, he noted that a wagon for transporting pupils had been secured, the first move in a program for free transportation,

thus paving the way for consolidation of numerous one-room schools.

In 1933 the Andrew Lewis High School in Salem was completed at a cost of \$125,000. Additions to the building have brought the value of the school plant to \$1,055,858. It is the largest school in the county.

The same year the William Byrd High School was erected in Vinton and the Carver High School in Salem for Negroes was built in 1940 to serve the entire county.

By annexation, the county has lost 13 schools to Roanoke City since 1915. Since the close of World War II, two modern schools have been built—the West Salem Elementary School at a cost of \$500,407, and the Cave Springs High School which opened for the first time this September, at a cost of \$719,900.

Ten thousand eight hundred eighty-eight pupils were enrolled for the 1955-56 session; a fleet of 53 buses is required to transport them to school. Roanoke County now spends two and one-half million dollars annually in education.

Provision for future needs in the densely populated area is being made. A high school is being planned to serve pupils on the north side and several elementary schools are proposed.

By 1930, in Roanoke City, there were 19 schools. Now, in 1956, there are 31 school buildings and an enrollment of 17,800 pupils.

In addition to a full program of academic and general education courses, Roanoke City schools have added a wide variety of vocational, industrial, and business courses and many special educational services. Visiting teachers carry classes to pupils who are homebound, enabling them to progress with the class. A speech therapist helps teachers to work with pupils with speech defects, there are reading clinics and three classes for the visually handicapped.

In 1930, in cooperation with the Junior Women's Club, a class for physically handicapped children was organized. Recently a physical therapist has been secured to help the physical development of these pupils.

There are classes for the severely mentally retarded. And an innovation this year is a comprehensive program of audiometer testing with follow-up work done by local ear specialists.

This is only a highlight of the growth of the schools since the formation of county and city, and portrayed are not only educational trends but the phenomenal community growth. To keep



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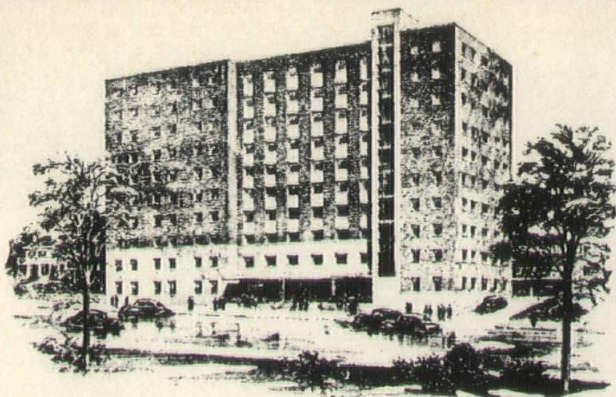
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pace with this growth presents a challenge to the schools.

Roanoke has other schools of which it is justly proud and which fill an important educational position in the City—The National Business College, Virginia Southern College, Cornett School of Business, Viaud School, Inc., and others.

Cornett School of Business has been serving Roanoke for over 20 years. Mrs. Noel A. Preece is president.

Of these schools National Business College, founded in 1886, is one of the pioneers in the United States. Today it is one of the largest and finest business colleges in the South, and one of a limited number of schools accredited as a Junior College of Business by the Accrediting Commission for Business Schools.

National was founded by J. A. Trimmer. E. M. Coulter, president emeritus, and chairman of the Advisory Board, came as a teacher in 1896, and became president in 1901. Few men today can challenge his record as an educator. Now a hale 85, he has been connected with National Business College for 60 years.

Retiring in 1946 at the age of 75, he was succeeded by M. A. Smythe, who served until his death in 1951. Mr. Smythe came to National as a student in 1903, remained as a teacher, and served as vice-president and general manager for many years.

Alumni of National occupy many key positions in business and industry. Choosing at random among more than 30,000 graduates are found railroad executives John Parrish, former vice-president of the C & O and Jesse H. Gearhart, Sr., assistant to the president of the N & W. Bankers include E. E.

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ROANOKE, VIRGINIA

MRS. A. C. PARSONS, Mgr.

West, Jr., vice-president of the Columbia Building and Loan Association, and Paul Stonesifer, head of the Trust Department of the First National Exchange Bank. Among legislators are Senator D. Woodrow Bird, of Bland; and John M. Peck, Jr., of Fincastle, member of the Virginia House of Representatives.

National's curriculum represents advances made in business education during the past seven decades. While basic skills are still a part of every course offered, the more exigent demands of the present day business office are met through advanced subjects such as cost and tax accounting, psychology, auditing, tax law, salesmanship and business efficiency.

National today offers eight courses: Stenographic, Secretarial, Medical Secretarial, Executive Secretarial, Secretarial Science, Junior Accounting, Business Administration - Accounting Major, and Business Administration - Management Major which range in average completion time from 11 to 24 months.

During the 11-year inclusive period from November 1944 through November 1954, National had a higher average of students passing the Virginia

Certified Public Accountant examinations than either state supported colleges or private academic colleges. The figures are from public records.

Innovation at National this year is a work-study program which will enable the student wishing to earn all or a part of his expenses to attend classes for four hours during the morning, leaving the afternoon free for employment.

National also offers a night school program, with classes meeting every Monday and Thursday evening.

Virginia Southern College, founded in 1933, is one of the very few private, four-year professional schools of business in the United States.

It was organized by A. R. Kennett, C. P. A., initially for the purpose of bringing to young, ambitious Roanokers a quality program of accountancy studies. Later, a complete school of secretarial training and a school of sales training were added.

Virginia Southern College was the first college in Virginia to be accredited by The Accrediting Commission for Business Schools as a Junior College of Business.



(The Parker Studio)
Roanoke
Symphony
Orchestra

CULTURE . . .

(Continued from page 54)

The highlight was reached last winter with the rendition of Mozart's Requiem, featuring a 500 voice choir from colleges and universities of the state. More than 4,500 attended three performances here and at Lynchburg. With a budget of \$30,000, the Symphony is embarking on another ambitious season for the Diamond Jubilee year. To provide a sound base for obtaining future members, Morrissey auditioned scores of young artists last year and started a youth symphony of 36 boys and girls.

The literary side has not been neglected. When in 1949 the people voted

\$4,200,000 as the city's share in a new \$6 million school construction program, they also included money to erect a magnificent public library. This institution, the first all air-conditioned library in the country, houses a collection of well over 100,000 volumes. Headquarters for a chain of neighborhood libraries, it also offers fine facilities for art exhibits and lectures in its auditorium.

Roanoke is the home of an active Writers Guild which includes some well known names such as novelist and playwright, Nelson Bond. Among its best known poets are at least two of na-

tional reputation—Leigh Hanes and Carleton Drewry. Hanes edited "The Lyric," famed poetry magazine, for nearly two decades.

Art, too, has taken its place in community life. Encouraged by traveling exhibitions of the Virginia Museum, amateur artists and patrons combined to form the thriving Roanoke Fine Arts Center five years ago. Chief encouragement came when Mr. and Mrs. J. Meade Harris purchased the old South Roanoke Baptist Church and donated it as a center. Classes for adults and children are held several times a week, supplemented by lectures and exhibitions. For public convenience, most exhibits are held in the library.

No word about the cultural development of Roanoke would be complete without recording the work done by the Woman's Club and its affiliates. Through departments devoted to art, music and related fields it long filled the needs until demand brought about some of the organizations mentioned. The famed Barter Theatre, of Abingdon, has been an annual visitor in a series usually sponsored by the Junior Chamber of Commerce. Several widely known dancing schools have been responsible for the creation of a Civic Ballet.

Both the YMCA and YWCA, with their Negro branches, have played more than a passing part in providing programs appealing to the aesthetic. And certainly not the least influence is the Council of Garden Clubs with its 45 member groups.

Something of the spirit of the city which changed its name from Magic to Star is embodied in the gesture of one of its most beloved pioneers. When J. B. Fishburn, publisher, banker and philanthropist, died last year he left his beautiful 40-room mansion "Mountain View" to the city as a perpetual home for civic organizations and their cultural efforts. It is used night and day.

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EUBANK & CALDWELL, Inc., Roanoke, were the architects for the new addition to Roanoke Memorial Hospital. Samuel Hannaford & Sons of Cincinnati, Ohio, were the consulting architects. The structural engineering was handled by Eubank & Caldwell with William A. Brown, Washington, consultant for plumbing, heating, air conditioning and electrical work. The general contractor was B. F. Parrott & Company, also of Roanoke.

The ten story addition is connected to the two existing buildings in the form of a T with 300 beds in the completed hospital.

The addition is constructed of welded steel frame with stone and brick curtain walls, and steel joists and concrete slab floor construction. Interior partitions generally consist of steel studs covered with gypsum plaster on metal lath. Floors in all corridors and main service areas are terrazzo. The bedrooms and corridors in the existing buildings have asphalt tile floors. Ceramic tile walls are used extensively throughout the entire service portion of the building.

The latest developments in nurses' and doctors' call systems are provided to facilitate the hospital functions.

The ground floor contains the business offices, staff library, board room, record room, etc. Due to the slope of the site, the ambulance entrance and the out-patients' entrance are on the second floor which contains the emergency operating room, out-patients' clinic and X-ray department.

The third floor contains the laboratories, pharmacy, nurses' class rooms, morgue, autopsy room, and a completely equipped laundry with a separate drive-in entrance.

The obstetrical department on the fourth floor contains two delivery rooms and five nurseries. The central sterilizing and supply room are also on this floor.

On the fifth floor is the operating suite containing four major operating rooms, two minor operating rooms, cystoscopic and orthopedic rooms.

The sixth floor houses the crippled children's ward, equipped for physical therapy and hydrotherapy, as well as school rooms, dining rooms, dormitories, etc. Also on this floor is the Charles Lunsford Clinic for the treatment of arthritis. The roof areas of the two side wings are used as tiled sun decks for the crippled children.

On the seventh floor is the pediatrics department and in one of the older buildings is a modern equipped kitchen with dining areas.

The remainder of the building is used for bedrooms. The main building is

HOSPITAL ADDITION, NEW OFFICE BUILDING BY EUBANK & CALDWELL

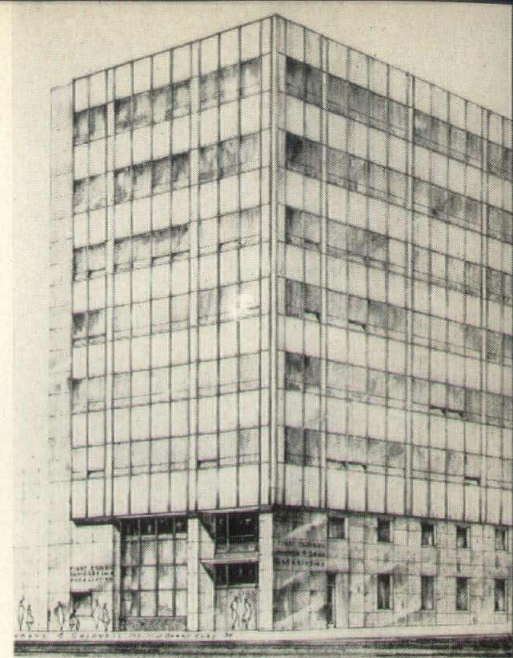
served by two high speed automatic self-operating elevators. The two existing buildings have separate elevators. Electric dumbwaiters are installed for the pharmacy, central supply and food service.

Subcontractors were as follows: Hedge Lawn Nurseries, Inc., Davidow Paint & Wallpaper Corp.; Cates Building Specialties, Inc., Valley Roofing Corp., Ajax Tile & Marble Corp., Norfolk, Va., Gustav-Hirsch Organization, Inc., Columbus, Ohio, J. H. Cothran Co., Inc., Altavista, Armstrong Cork Company, Inc., Baltimore, Md., Crawford Door Sales Co., Adams Construction Co., The Williams Pivot Sash Co., Gardner & Benoit, Inc., Charlotte, N. C., Otis Elevator Company, Roanoke Engineering Sales Co., Hampshire Corp., Vinje Company, Alexandria, W. Morton Northen & Co., Inc., Richmond, Rusco Window Co., Pittsburgh Plate Glass Co., Atlantic Craftsmen, Inc., Washington, D. C., Sargent Building Specialties, Inc., American Sterilizer Company, Bethesda, Md., Ham & Glenn, Masonry Contractors, Grottoes, E. H. Sheldon Equipment Co., Silver Springs, Md., Tri-State Lathing Company, Parkersburg, W. Va., Star City Steam Cleaning Co.

The First Federal Savings and Loan Association is now excavating for a new home, a seven story office building, on the S. E. corner of Church Avenue and First Street, S. W. This building also was designed by Eubank & Caldwell, Inc. The contractor is Daniel Construction Co., Richmond. The building will be the first "Window Wall" building in Roanoke.

The first floor and mezzanine will be faced with black polished Minnesota Granite. This same granite will face 5'-6" at the east of the Church Ave. front and will extend the full height of the building. A similar strip of granite 18'-0" wide will extend from the alley in the rear on the First St. elevation. The rest of the elevation on Church and First St. will be window walls composed of aluminum windows and aluminum covered columns with the spandrels of blue-green porcelain enamel. The east and rear walls will be of gray faced brick.

The two floors occupied by the association will be cheerful, quiet and attractive. Lighting and acoustical treatment have been given special attention.



First Federal Savings & Loan Assn.

Furniture and fixtures will follow the modern trend. All office floors will have removable metal partitions so that tenants can divide space to suit individual requirements.

Two elevators with electronic controls will anticipate peak travel loads at different intervals during the day.

The wiring is designed with under-floor ducts for interoffice communication, telephones, etc. available where needed. Lighting fixtures are designed to fit any arrangement of partitions.

The building will have the finest air-conditioning and heating system available with automatic control of heating, cooling and ventilation. The system will have electronic air filters.

Subcontractors and material suppliers are as follows: mechanical work, B & G Olsen Co., Inc., Richmond; acoustical, Hampshire Corp.; painting, Dean Painting Co.; electrical, Davis H. Elliott; plasterer, E. M. Stone, Richmond; concrete, Roanoke Ready Mix Concrete Co.; glass and glazing, Binswanger; reinforcing steel, Virginia Steel Co., Inc., Richmond; granite and limestone, Marsteller Corp.; masonry, C. E. Young Co., Salem; brick, Roanoke-Webster Brick Co., Inc.; tile and marble, Ajax Tile & Marble Corp., Norfolk; roofing, Valley Roofing Corp.; structural steel, Roanoke Iron & Bridge Works; window wall construction, frames, Adams & Westlake Co., Elkhart, Ind.; panels, Ingram-Richardson Co., Beaver Falls, Pa.; erection, J. S. Messersmith Co., Inc., Richmond.

Also, Truscon Steel Division, Otis Elevator Co., A. L. Horwitz, Eldridge Cundiff, Inc., Cutler Mail Chute Co., Delph Hardware & Specialty Co., H. DeVoe Co., Draper Construction Co., W. Morton Northen & Co., Inc., Richmond; O'Neill Co., Ingram-Richardson Mfg. Co.

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VIRGINIA BUSINESS REVIEW

By WILLIAM BIEN

Business Editor, *The Richmond News Leader*

MILLER & RHOADS has opened its new branch department store in Charlottesville.

Principals at the ribbon-cutting ceremony that preceded opening the doors to the public included Webster S. Rhoads, Jr., board chairman of the company; Edwin Hyde, president; Francis P. Brawley, manager of the Charlottesville store, and Sol Weinberg, mayor of Charlottesville.

A crowd estimated at 3,000 persons gathered at the corner of Main and Lee Streets before the store opened the first day.

* * *

Stringfellow & Nichols, the first firm in Virginia whose services are devoted exclusively to company-sponsored employee benefit programs, was formed in Richmond last month.

The partners are Frank H. Stringfellow and Herbert E. Nichols, both formerly with the Life Insurance Company of Virginia.

* * *

Dow Chemical Company, with plans afoot to build a multi-million dollar synthetic fiber plant near Lee Hall has announced a man to direct the operation.

He is Arthur E. Young, formerly assistant manager of Dow Chemical's plastics department. In his new role, he will direct the manufacture of Zefran, as the new fiber has been named.

* * *

The two-way radio, so effective in many other forms of business, has been introduced to the construction industry in the Richmond area.

Southern Materials, Inc., has installed radio systems in its ready-mixed concrete trucks and in cars of its field representatives.

Company officials say the system steps up work efficiency between construction site, plant and field representatives.

WHO AND WHAT . . .

Jennings Cain of Norfolk has been elected president of the Old Dominion Chapter of the National Electronic Distributors Association. Other officers named at the recent annual meeting in the Thomas Jefferson Inn at Charlottesville were Thomas Hopkinson, of Charlottesville, vice-president; Abraham J. Dere, of Richmond, secretary, and Jack Kiger, of Staunton, treasurer . . .

to tell the Virginia Story

Henry L. Walker, former general solicitor of the Southern Railway, has been named vice-president and general counsel to succeed Sidney S. Alderman, who retired last month in order to take up private law practice.

Dr. James O. Burke, associate professor of medicine and director of the gastroenterology clinic at the Medical College of Virginia, has been named director of professional services for A. H. Robins, ethical drug manufacturing

concern with headquarters in Richmond. Dr. Burke, who also is attending physician at McGuire Veterans Administration Hospital, will retain his present positions.

Henry Hogan of Danville has been elected president of the Virginia Malt Beverage Association. Other officers are L. E. Lichford, Jr., of Lynchburg, vice-president, and John Sims, of Danville, secretary-treasurer.

62



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R O A N O K E

ROANOKE'S MUNICIPAL GOVERNMENT

(Continued from page 47)

delinquent tax collector. All other municipal appointees are made by the City Manager, who serves at the pleasure of the legislative body, and they are responsible to him for the proper discharge of their duties.

The judges of the three major courts are elected by the General Assembly; the judge of the Hustings Court appoints the electoral board; the board of assessors and the board of equalization are appointed by the law and chancery court.

The people of Roanoke elect the commissioner of revenue, clerk of courts, city sergeant, city treasurer, commonwealth's attorney; and the seven councilmen.

Names and tenure of office have been purposely omitted from this article, which is intended to set out as simply as possible, an outline of Roanoke's government since 1882. Statistics and dates also are omitted, as well as annexations and later charter extensions. These in themselves, would make an interesting account.

A fact, which is not generally known, is that in the Commonwealth of Virginia, alone of all the states, the municipalities are little kingdoms like the ancient city-states with their own governments and officials. They lie between a General Assembly controlled principally by the 98 counties, and a state government which takes its share of revenue, controls through the commission the larger utilities and railroads, and which returns part of the revenue of the gas and liquor taxes to the cities. Another little known fact is that the fee simple title to almost all of our thoroughfares lies in the Commonwealth.

Roanoke can point with pride to a governmental record which has had few disgraceful episodes, and in this respect it is far above the average American city. To our advantage is an efficient public works system, an up-to-date police and fire department, an active Planning Commission, a sub-division control ordinance, and a board of zoning appeals, all for the protection of the people.

Generally speaking, our free-holders and land-owners, the average citizen, the merchant, the taxpayer, and even the man on the park bench say to their city manager that Roanoke is a good place to work, the best place to live, and a better place to rear their children.

M. W. ARMISTEAD, III, PRESIDENT, TIMES- WORLD CORPORATION

(Picture on page 30)

From reporter to President, Publisher and Chairman of the Board in less than two decades. That is a capsule report on the career of 41-year-old M. W. Armistead, III. Mr. Armistead has been with Times-World Corporation since 1936.

During World War II, he was an Army officer and received a Purple Heart after being wounded in Normandy. Upon discharge from service, he returned to The Roanoke Times as a utility editor and legislative correspondent in 1945.

In 1946 he obtained a leave of absence to become Executive Secretary to the Governor of Virginia. The next year he was appointed Secretary of the Commonwealth and member of the Military Staff of the Governor.

He returned in July 1947 to become Assistant to the Publisher, the late Junius P. Fishburn. Four years later he was Vice President and Associate Publisher and in January 1954 was made Vice President and Publisher.

In 1954 Mr. Fishburn died and was succeeded by Mr. Armistead as President and Publisher. At that time, Mr. J. B. Fishburn, father of the former President and Publisher, was Chairman of the Board. When he died the next year, Mr. Armistead was elected Chairman in addition to being President and Publisher.

A native of Suffolk, he attended Randolph-Macon College at Ashland. Mrs. Armistead is the former Miss Mary Ragan (Polly) Bridges of Ashland, and they have a teen-age daughter, Miss Elfleda Armistead.

In 1952, Mr. Armistead was awarded a Freedom Foundation medal for editorial writing and elected to membership in the American Society of Newspaper Editors.

He is a former member of the State Board of Welfare and Institutions; a past President of the Roanoke Chamber of Commerce; member of the State Executive Committee of the Crusade for Freedom; member of the Executive Committee of the Virginia Press Association; member of Sigma Delta Chi; Board of Trustees of Randolph-Macon College, and director of First National Exchange Bank, among many other activities.

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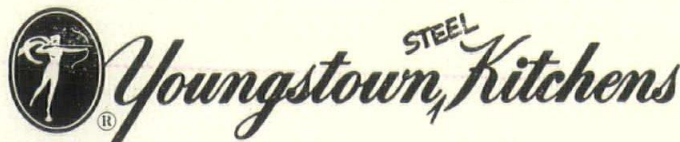
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GUARDIANS . . .

(Continued from page 46)

Applied Sciences in Chicago; several have attended Central Training School in Richmond, and this year a man was sent to Cleveland for training. Three men have trained in the FBI school in Washington, The National Police Academy, and a local school is conducted periodically.

Roanoke has had its share of murder cases but no unsolved ones since 1940. The majority of the force is local and only one has been seriously wounded since 1934.

No police department can function without the full cooperation of all its people. Our department has been fortunate in having Roanoke behind it 100 per cent. This is evidenced by the winning of seven AAA Pedestrian Safety Awards since 1942 and three Governor's Highway Safety Awards.

Nationally recommended figures call for 1.7% of police officers for each 1,000 of population for cities 100,000 or over. Practically every survey has shown Roanoke averages below this. It is a tribute to their training, that the number of officers who must handle the increasing flow of traffic and check violations, investigate automobile accidents, serve summons, attend all public gatherings (including bargain sales), break up fights, keep streets clear of drunks and minor offenders, attend day court after being on night shift (the last, incidentally, being overtime without pay), turn in such high records and yet, as a general rule, if we are to credit the reports to this office, rarely give expression to impatience or ill guarded remarks.

Roanoke should be proud of this necessary and commendable body of men. It is worth any citizen's time to investigate the workings of this highly trained and intelligent force.



Statement of the Ownership, Management and Circulation required by the Act of Congress of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 233) of VIRGINIA RECORD, published monthly at Richmond, Va., for October 1, 1956.

1. The names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, Virginia Publishers Wing, Inc., 303 W. Main St., Richmond, Va.; Editor, Clifford Dowdey, Richmond, Va.; Managing Editor, Frances Gordon Dowdey, Richmond, Va.; Business Manager, Donna M. Laurino, Richmond, Va.

2. The owner is: Virginia Publishers Wing, Inc., 303 W. Main St., Richmond Va.; D. E. Goodman, Martinsville, Va.; S. L. Goodman, Martinsville, Va.; C. R. Boland, Columbia, S. C.; Donna M. Laurino, Richmond, Va.

3. The known bondholders, mortgagees, and other security holders owning or holding one per cent or more of total amount of bonds, mortgages, or other securities are: None.

(Signed) Donna M. Laurino, Business Manager. Sworn to and subscribed before me this 20th day of September, 1956.

Roy T. Tepper, Notary Public. (My commission expires June 29, 1958.)

A SKETCH OF ROANOKE

(Continued from page 11)



Thanksgiving Day Military Classic of the South. V.M.I.-V.P.I. Football Game at Victory Stadium.

eliminating the confusion and delay formerly experienced due to trains blocking Jefferson Street or to inadequate bridges. The traffic situation became and still is a major problem. One way streets were designated to relieve, in part, a situation not contemplated by those who laid out the early thoroughfares.

Small industries have come into being backed by local capital and branches of big outside firms have been established in the city. One finds a long roll of attorneys and physicians, dentists and surgeons, many of whom are specialists in certain lines. Retail stores of all kinds are plentiful. Super-markets serve every section of the city, while in certain communities one finds a business center complete with branch post office and banks.

A new Municipal Library Building was erected in Elmwood Park and book circulation has shown a decided trend upward. The Medical Health Center, Family Service, Salvation Army, the

Y.M.C.A. and the Y.W.C.A. are efficient. A Domestic Relations Court is functioning with notable success. A Society for the Prevention of Cruelty to Animals has been singularly successful in the Roanoke Valley.

It is doubtful if there are 3,000 descendants of Roanokers who were here in the nineties. The opportunities offered by the city are so great that newcomers soon become ardent boosters and worthy citizens. New industries, new business houses and the constant inflow of people finds the city on a firm permanent basis. The future is bright and the opportunities unlimited. The old slogan, "The Magic City—Acorn to Oak—Watch Roanoke" is on the way to fulfillment.

The phenomenal growth of a city just 74 years old goes far to prove that Roanoke was endowed by nature and designed by providence to be an abode of man.



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ROANOKE, VIRGINIA

ROANOKE-A COUNTY OF DIVERSIFIED LIVING

(Continued from page 19)

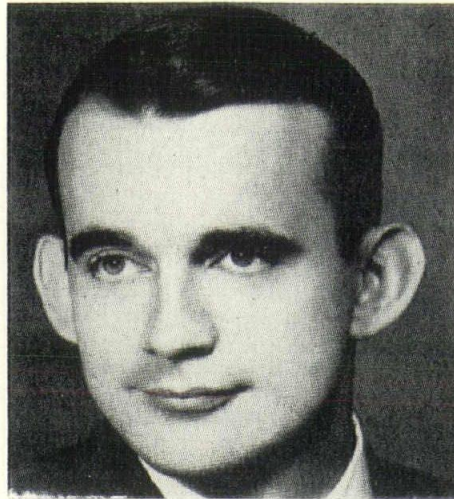
facturing upholstered living room furniture, has just enlarged its physical plant for the sixth time.

The Leas & McVitty Tannery is one of Salem's oldest industries, having been founded in 1812; another is the Old Virginia Brick Company which trades as Salem Brick Company, Inc. Salem is the home of Valleydale Packers, Inc., largest meat packing house in Southwest Virginia; of the Ortho-Vent Shoe Company, now in process of erecting a new building. It is one of ten mail order shoe companies in the United States, the largest south of Boston. One third of Salem's annual postal receipts originate with Ortho-Vent. Salem is the headquarters of two large Southwest Virginia grocery chains, and one state-wide wholesale firm.

The town's chief industry is, of course, Roanoke College. Two other institutions in Salem are the Lutheran Children's Home of the South, established 1888, and the Virginia Baptist Children's Home, Inc.

In Roanoke County there is also Hollins College which, like Roanoke College, antedates the county. The *Roanoke Times-Register* does the same, being one of the seven oldest newspapers in Virginia. Salem has just gone on the air with its own independent radio station—W B L U.

As the county seat, Salem plays an important part in the affairs of Roanoke County. With the business and industrial expansion of the Roanoke Valley, the Board of Supervisors adopted a



DAVID F. THORNTON was born in West Virginia but came to Salem with his family when he was eight. He is a graduate of local schools and Roanoke College. Following his graduation from Roanoke College, he received his Master's degree from Columbia University. At this commencement he and his family met president-to-be Eisenhower, which meeting he wrote up for a New York daily. Returning to Salem in the fall of 1950, he became a member of the Roanoke College Administration, serving as both Alumni Secretary and Director of Admissions the first year. The following year he was director of the college's development program. He was one of six organizers of the very excellent and thriving Shoutimer Little Theatre Group at the college. In 1953, on his father's death, he became editor of the "Times-Register." He is a Rotarian, past president Chamber of Commerce, a county newscaster for station WSLV, Roanoke. He is married to the former Kathleen Bauer of North Dakota whom he met at Roanoke College.

modern sub-division ordinance a few years ago to work hand-in-hand with the county's zoning law.

The Town of Vinton was started in 1797 on Tinker's Creek, probably not far from its present location, and was known as Gish's Mills. It still bore this name when the settlement was made a flag stop on the Atlantic, Mississippi and Ohio Railroad. A boxcar served as the depot and just after Lee's surrender was burned during a raid made by Stoneman's Cavalry.

In 1878 the original town site was laid out into lots and sold to the highest bidder. One of Vinton's first enterprises was a tannery.

At a mass meeting in 1884 it was decided to change the name, and Vinton was coined from the first syllable of the name of I. W. Vinyard, a longtime prominent resident who before the Civil War had bought Gish's, and the last syllable of the name of M. F. Preston, another Vinton pioneer. The General Assembly on March 17, 1884, established Vinton as a town, with Samuel H. Pollard as first mayor and Vinyard as one of the councilmen.

VINTON, RESIDENTIAL TOWN

Vinton, only about 15 minutes from the center of Roanoke, is an excellent residential town and many people who work in Roanoke live there. There is above average bus service.

The town has a population of about 4,000 and is well situated for industrial development. Its major industry at present is the Vinton Weaving Company, a subsidiary of Burlington Mills, one of two in the county, the other being located in Salem, which employs 800 people. John S. Eshelman and Son have made considerable renovations and are now operating what was formerly the Vinton Flour Mill. Another new business in the community is the Rental Uniform Company.

Both Salem and Vinton have Town Manager form of government. James I. Moyer, is mayor of Salem and Shirley Crowder is mayor of Vinton. W. E. Cundiff, chairman of the Roanoke Board of Supervisors, lives in Vinton.

Roanoke County and its towns have grown and prospered from wise use of soil, industrial opportunities and from the basically fine stock of native sons and daughters who, through the years, have sought and won for themselves an outstanding culture.

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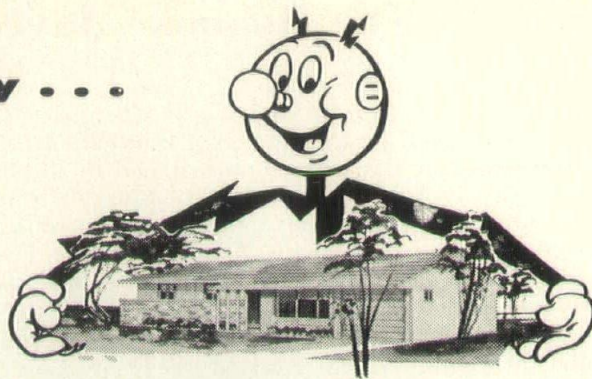
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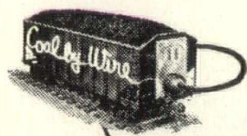
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ROANOKE COUNTY

The Roanoke Jaycees

The Roanoke Junior Chamber of Commerce, a civic organization which is a member of the Virginia Jr. Chamber of Commerce, the U.S. Junior Chamber of Commerce, and Junior Chamber International, was chartered in 1941, and since that date has actively participated in all phases of civic betterment.

Among the 70-80 odd projects it sponsors, it is probably best known for its "Get Out the Vote" campaigns, youth programs, sports programs, civic improvement programs, along with its Fine Arts program. The Junior Chamber of Commerce is a non-partisan organization, and takes no part in partisan politics.

For its participation and promotion of civic projects, the Roanoke Junior Chamber of Commerce has received the Henry Geissenbier Memorial Trophy in 7 of the last 9 years. The Roanoke J. C.'s were competing with all Chapters in Virginia for this honor. In addition, the Roanoke J. C.'s have received the Clarence H. Howard Memorial Trophy, twice, in 1951 and again in 1956. This trophy is awarded to the outstanding chapter in the U. S. in its population group.

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ROANOKE

Tops for Tourists and Conventions

(Continued from page 18)

delegates will trek here to attend 150 conventions and all-day meetings, leaving in their wake an estimated \$1.5 million.

Most of the groups are of a district or regional area, but several national meetings will bring visitors from over the nation and some foreign countries.

As one of Virginia's top convention hosts, Hotel Roanoke will account for most of the conclaves; however there is enough business as a result to keep at capacity the Hotel Patrick Henry and the Ponce De Leon, the city's other first class hotels.

Roanoke likes to have visitors. Its sales and service personnel exude a genuinely warm hospitality which leaves a tender spot for the Star City in the hearts of those who come here. The oft repeated invitation "Come back again!" has real and sincere meaning.



The Railroad That Built a City

No issue of a magazine featuring Roanoke would be complete without mention of the Norfolk & Western Railway, and the N & W tracks run through practically every article printed. For to write of Roanoke is to write of the railroad that built a city. The Norfolk and Western is a story all by itself and one that we could not have done justice to in a few short pages. We knew this a long time ago and a complete issue featured the Norfolk and Western's more than a century of progress and service to Virginia. We refer you to our September 1953 issue for the story of the railroad that built a city.

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What Is Roanoke?

(Continued from page 7)

At other times, he sees in Roanoke a city of a thousand annoyances, of too narrow streets and too many automobiles, of smoke and coal dust and an occasional sniff of sulphur, of streets being torn up and of buildings being torn down and of clubs, organizations and incessant meetings.

The native Roanoker (and he is difficult to find) isn't quite sure what to make of the thousands of new homes he sees springing up around him, the new industrial plants which have gobbled up his father's farm, the determined fight for culture waged by the interlopers.

The new Roanoker, (and he isn't difficult to find) likes the city's friendliness but doesn't understand its stubbornness, its refusal to acknowledge its new-found adulthood and its curious mixture of progressiveness and stand-pattism.

None of us who live in Roanoke can explain our city. We are content just to love her.

Hollins College

(Continued from page 51)

\$4,500 at the instructor level and progressing in \$1,000 stages by rank, brought nationwide attention and praise to the college for its vigorous attack on the country's number one educational problem. Seventy per cent of Hollins students this current session will be taught by holders of Ph.D. degrees.

So Hollins continues to develop with Roanoke. Its cultural contribution is well known and as a business enterprise, Hollins looms large in the Roanoke picture. Exclusive of building construction, the college will spend slightly over a million and a third dollars for current operations this session. Much of this inevitably represents expenditures in the Roanoke area.

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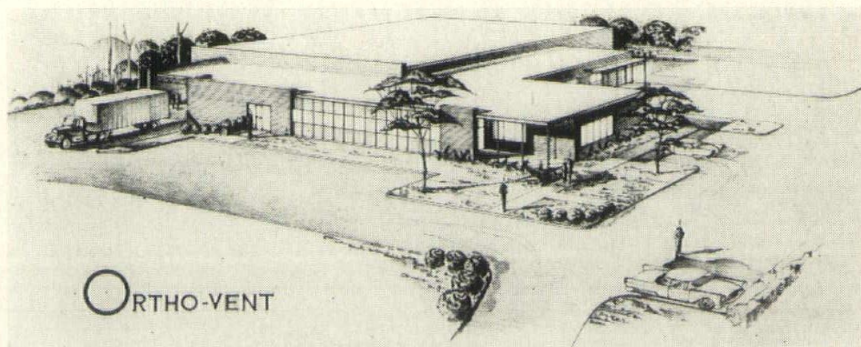
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BUILDINGS PICTURED AND DESCRIBED
IN THIS ISSUE

AGRICULTURE . . .

(Continued from page 53)

make adjustments in solving the problems and demands of a changing agriculture.

The people of Roanoke County are community minded, quick to recognize mutual problems, alert in solving these situations cooperatively. This spirit has been the key to county accomplishments. Their determination will continue to make this area one of prosperous agriculture, leadership training for youth, and improved family living.



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with the best in
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ROANOKE, VIRGINIA

CHURCHES

(Continued from page 45)

Since 1947, almost every church in the city has improved its facilities, including parish houses, educational buildings, homes for ministers, etc. New churches also have been built. The churches of Roanoke have a record of outstanding service to the community, and face the future with faith and the knowledge that their responsibility is great in this growing city.



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The New Neroes

IT IS HEARTENING in these times when an objective observer of the national scene, as Ray Tucker in his syndicated column, writes on aspects of the segregation convulsion in a manner to relieve the South of some of that odium which seems the stock-in-trade of various publications and politicians. Tucker was writing specifically on the Supreme Court where, in a public-power case, the majority decision was handed down for reasons that "were political and ideological rather than judicial." He pointed out that this decision reversed the ruling of two district courts, combining 12 judges, and four members of the Supreme Court supported the district courts, so that "five men were able to frustrate the considered opinion of 16 other judges."

Worse still, none of the five had "enjoyed previous experience as a judge," but each of the five was by record a special pleader for the public-power program in whose favor they ruled. In brief, they were not acting as judges but as advocates, and as advocates—through the structure of the judicial system—they were able to impose their will (not their judgment) on the legal judgment of experienced, impartial jurists.

In the integration chaos which these men have created by similar rulings based on political and ideological reasons, they are attempting to impose their will on the millions of citizens who comprise an entire society, the oldest region in America. Within a few months they reached a so-called decision, based on the "research" of a Swedish sociologist, which would by fiat change the next day a social structure which had been in evolution 347 years. On the face of it, the ruling is manifestly absurd. It is probable that it would have been so recognized nationally except for the fact that it played on the anti-Southern prejudices of the social-justice apostles who need only assume an attitude, without responsibility, in order to achieve a superior status as advanced humanitarians.

Most of the news and picture coverage on the South in this phase of its troubled history has been done in accommodation to the prejudices against the South. Wherever there is a scene of the mob-action that promises violence, cameras and reporters rush to this point, eager for evidence that will buttress the convictions of the distant do-gooders. Then photographs are published in national magazines showing the happy faces of school-children where two or three colored pupils have been "integrated" into a class of 20 whites. On the other hand, there has been a singular lack of pictures published which would show, say, Negro families of Charles City County who would integrate at the ratio of four colored to one white. If purveyors of "news" were truly interested in revealing conditions, pictures would be shown of one white child in a group of four Negroes. It is because no such interest does exist, however, that the self-appointed guardians of humanity have assumed their attitude which accepts uncritically the dictates of *this* Supreme Court as the infallible law of the land.

It so happens that long before even this crew of special pleaders took positions, for which their experience did not qualify them, that the law of the land—the Constitution—was offered to the states for ratification on the admission of its fallibility as applying for all time and to all circumstances. Because of the recognition of the Constitution's lack of perfection in perpetuity, amendments were suggested as the means of changing the Constitution to adapt to conditions which could not be foreseen by the original designers. In fact, so fluid was the Constitution, that amendments could

be made to amendments, as when the Prohibition amendment was repealed. The Prohibition amendment was repealed on the sound legal ground that no law is a good law if it does not work.

But in the ruling of the Supreme Court on segregated schools; this is not even an amendment—that is, it has not been voted on. Nor, by the statement of the justices, is it a judicial ruling: it is, according to the vaporous verbiage which accompanied the decision, an "interpretation" of the Constitution. Of all the changes provided for by the designers of the republic, no provision was made for "interpretation." Changes could be made only by democratic processes of a majority vote. In fact, the Supreme Court was enjoined against the use of powers not specifically granted it.

Then why, if the Constitution is the law of the land, has the rest of the nation received this unconstitutional abrogation of authority by the Supreme Court as an infallible ruling which not only must be obeyed in the South but is actually acclaimed by certain elements remote from the affected areas? It is only partly because the non-Southern areas are indifferent to a principle which does not apply to them. This indifference would only leave us to fight it out by ourselves. But the attitude of the publications, politicians and vocal humanitarians who attack and deride the South are obviously as motivated by ideology as is the Supreme Court, and, since their ideology is a one-way street, they embrace a ruling which validates their position.

In all these assaults on our backwardness, the word "Constitution" is used with frequency. It is possible that the users are as ignorant of what the Constitution means as they are of the actual, living conditions of the South. They have a hobby to ride, which is proving something about themselves — or, even more cynically, is providing news of accommodation.

Though we of the South are clearly not the pets of our verbal superiors in humanity (since we are dealing with a reality), we are traditionally great constitutionalists. In fact, we are the only region which placed its faith in the Constitution and were betrayed.

Lincoln, whose apotheosis is the current fashion, could not by any stretch of the spirit of the law have justified his inauguration of a civil war on any grounds of upholding the Constitution. He was not interested in the Constitution. He was interested in "preserving the Union," which he did by force of arms. By what force are these political adventurers in the Supreme Court going to force a Swedish-based decision on the people whose ancestors founded this country?

Northerners have already discussed the use of bayonets as a means of taking up where they left off before. They left us in Reconstruction when there were no more corpses to batten off and when the decent people of the North were sickened at the cold-blooded exploitation under the banner of humanity. Now that we have that old banner unfurled with different markings, doubtless various news-makers and other self-seekers can be found outside the South to join anything that gives them a sense of righteousness.

But for the majority of Americans, North and South, the didoes of busy-bodies have little relation to the living problem of people, and it behooves us—the region affected by the Court's assumption of powers—to rally all Americans at this time and over this issue to halt right here this "interpretation" as constituting law.

Our regional pundits assure us that any delaying action of state governments on school integration will be overruled

by this group of inexperienced jurists who, for various reasons, are now enfolding themselves in the purple of caesars. Let us make, then, a fight to de-robe these Neroes, and save ourselves from the humiliation of making a rear-guard action to an illegal ukase.

Mr. Eisenhower has advised the South to abide by the power-enforced policies of his Republican predecessor, Abraham Lincoln. Ironically, we do. Lincoln did not believe in social equality between the races.

Through Lincoln, having had the issue of the freed Negro dumped in our laps by one unconstitutional war, we are now facing the problem of amalgamation of races by the unconstitutional ruling of another Republican administration. Mr. Nixon let it slip that "the decision" should be attributed to his party and, hence, regarded as a political maneuver. Though the frantic little opportunist was shut up, he did call the decision for what it was, and perhaps it

is Mr. Eisenhower who should abide by Lincoln's precepts in regard to the Negro and the white.

If Eisenhower ever learned what they were, after his shock was over and if he still wanted to, he might return us to following the law of the land as the Constitution had it. Since this is too much to be hoped for, we must do it ourselves. The Confederacy was a rear-guard action that was formed too late. To save our society, we must form *now*, and take the action to the enemy—all enemies of constitutional law.

Clifford Dowdery

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WE ARE PROUD . . .

of our part in the growth and development of Roanoke!

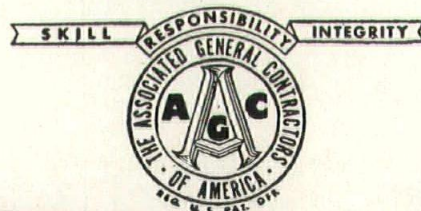


Eubank & Caldwell, Inc.
Architects

B. F. PARROTT & CO., INC.

Some of Our Representative Projects in the Roanoke Area

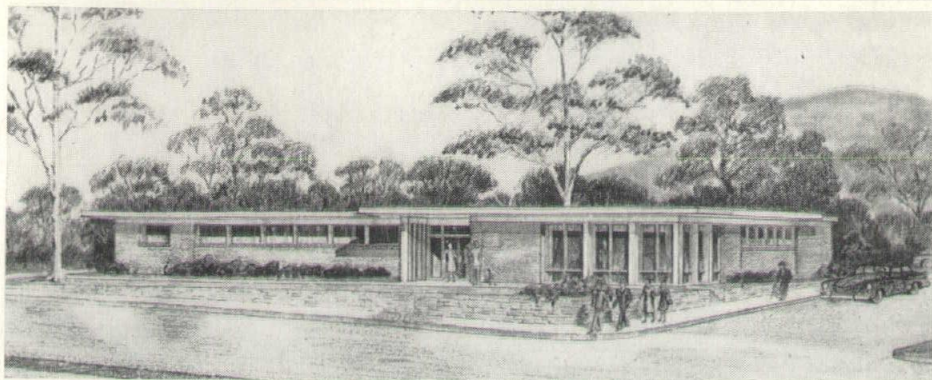
- THE COLONIAL-AMERICAN NATIONAL BANK of Roanoke:
Building additions and interior
- THE FIRST NATIONAL EXCHANGE BANK of Roanoke:
Building additions and interior
- HEIRONIMUS OF ROANOKE:
New department store
- MILLER & RHOADS: *New department store*
- N. & W. RAILWAY COMPANY:
New freight car facilities
- RITTER LUMBER COMPANY:
Office building
- RAINBO BREAD COMPANY:
New bakery building
- ROANOKE MEMORIAL HOSPITAL (Shown above): *New addition and remodeling of old buildings*
- SHENANDOAH LIFE INSURANCE COMPANY: *Home Office building*
- SHENANDOAH LIFE STATIONS, INC.: *WSLS Radio & TV Center*
- TIMES-WORLD CORPORATION: *Enlargement and remodeling of The Times building*
- WOODRUM FIELD:
Roanoke Municipal Airport building



B. F. PARROTT & CO., INC. • Building Contractors • Boxley Building • Roanoke, Virginia

Sub-Contractor on:

PEACOCK—SALEM LAUNDRY
FAIRVIEW METHODIST CHURCH
BANK OF SALEM
S & W CAFETERIA
JEFFERSON SURGICAL CLINIC,
INC.
HOLLINS COLLEGE DORMITORY



Jefferson Surgical Clinic, Inc.

FEATURED IN THIS ISSUE

John W. Hancock, Jr., Inc.

Manufacturers of

OPEN WEB STEEL BAR JOISTS

PHONE 3-1759

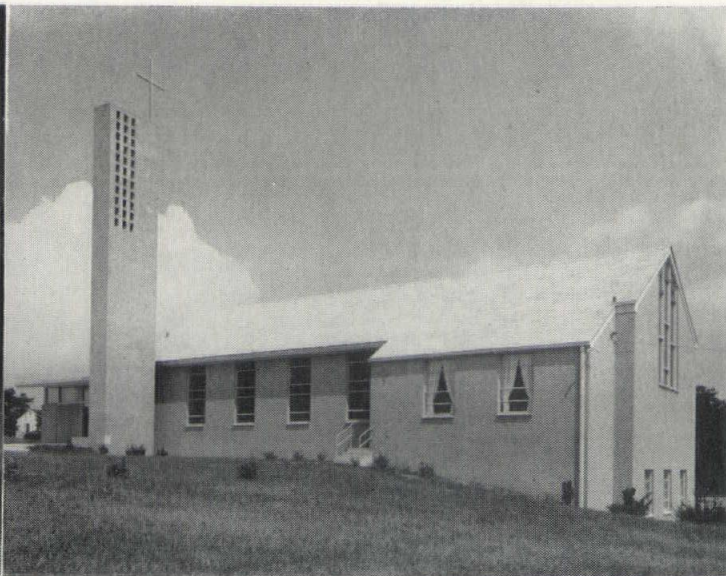
427 McCLANAHAN, S.W.

ROANOKE, VIRGINIA

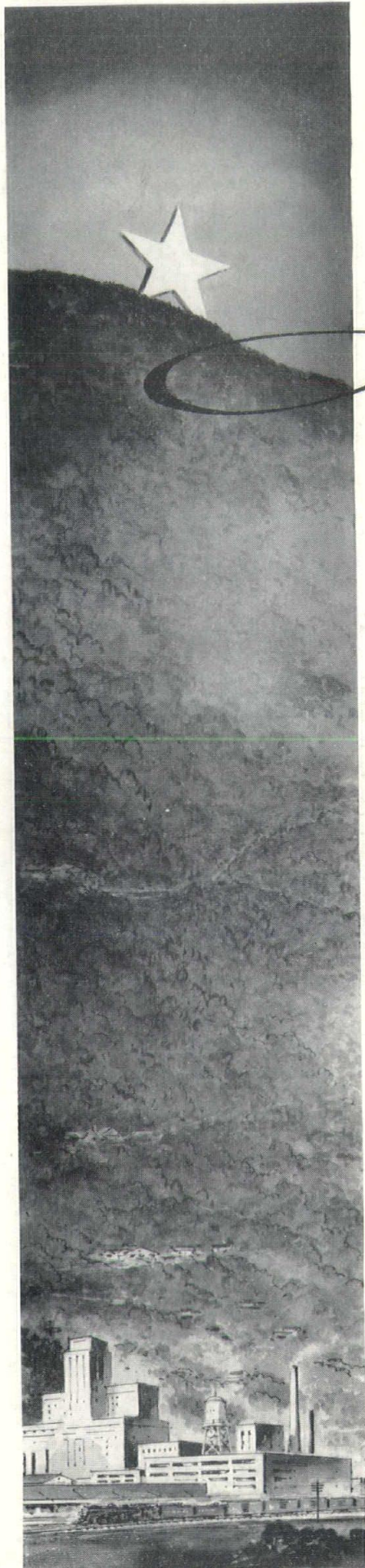
S & W Cafeteria



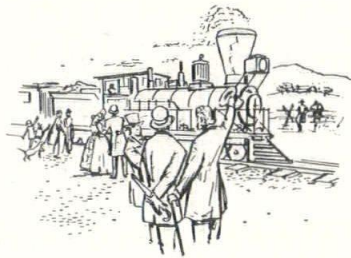
Fairview Methodist Church



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A star is born



On November 1, 1852, the steel rails of the Virginia and Tennessee Railroad guided the first train into Big Lick, population 100. It was a momentous occasion, for its arrival marked the beginning of an enduring *partnership in progress* between the village that became Roanoke and the railroad that became a part of the Norfolk and Western Railway.

Another of the N&W's predecessor lines — the Shenandoah Valley Railroad — arrived at Big Lick in 1882. This was the year the village name was changed to Roanoke . . . and the city was officially born.

Early in 1892 the Roanoke and Southern Railway (now the Winston-Salem district) reached Roanoke. Later, Roanoke became headquarters of the now extensive N&W rail system and was experiencing a steady growth in population, industry and commerce.

Today, with its diamond jubilee celebration coming up next year, Roanoke's population is well in excess of 100,000. Although its economy has long been tied closely to the railroad, Roanoke can now boast a greater diversification of industry producing a wide variety of consumer and industrial products which are shipped to every part of the world.

Though Roanoke will be observing its 75th anniversary in 1957, in a sense, the city was really born more than 100 years ago when the first train chugged into Big Lick. And the star shining nightly atop Roanoke's high Mill Mountain not only symbolizes the birth of a modern and progressive city but lights the way to a bright and shining future . . . which, in continuing partnership with Roanoke, the N&W will work to make a reality.

Norfolk and Western
RAILWAY