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*Roanoke*  
*Virginia*



# ROANOKE, VIRGINIA

*A City of Enterprise, Energy and Progress*

“The city of open gates and open hearts. Where  
neither gates nor hearts are ever closed to those  
whose hearts are right; for then, no matter whence  
nor how, nor why the stranger comes, the gain is  
ours.” : : : : : : : :

PUBLISHED FOR  
ROANOKE BOOSTER CLUB  
"   
UNDER THE AUSPICES OF THE  
ASSOCIATION OF COMMERCE  
1922



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"Airgraph" of the City Looking South from Congress Highland Park.

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# The Story of Roanoke

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**R**OANOKE has been referred to as the "Magic City." As a matter of fact, there is nothing about its founding, its buildings, or its growth and development that bears the least semblance of anything magic.

Those who came here and took part in the work of building a city, those who saw the first houses go up, the completion of the first railroad, the erection of shops and furnaces, manufacturing plants, business and dwelling houses; those who have kept a close watch on its progress and steady growth during the past forty years, know quite well that no magic wand ever touched these hills and valleys.

There has been hard, solid strokes of industry,—the hammer of the artisan. The financier, the contractor, the investor, the merchant, the manufacturer, the soil tiller, have planned and worked incessantly for days, months and years to make Roanoke the ideal city that we have today.

Periods of adversity have followed periods of exultation, but the growth running over a stretch of forty years, has been substantial, sure and steady.

A stage stopping place officially designated as Gainsborough, but more commonly known as "Old Lick" was the humble beginning of the present city of Roanoke.

Gainsborough, while established in 1838, had in 1870 only a mill, a tavern, a stage station, three churches, two or three stores and about fifteen dwelling houses. In 1852 the Virginia & Tennessee Railroad established a station about three quarters of a mile from "Old Lick" and eventually a village grew around it, which was called "Big Lick." Under that name the town was incorporated in 1874, and in 1881 it contained only 600 inhabitants with perhaps twenty-five buildings.

On February 3, 1882, an act of the Virginia Legislature was passed changing the name of the village to ROANOKE.

The coming here and on June 18, 1882 the completion of the Shenandoah Valley Railroad was but the precursor of the good fortune that was to follow. The old A. M. & O. Railroad was purchased and reorganized as the Norfolk & Western Railway with Roanoke as the headquarters, establishing here large machine works, repair shops and general offices.

On January 31, 1884, the town of Roanoke was chartered as a city, having by that time a population of about five thousand.

Between the years 1882 and 1884 may be dated the beginning of the marvelous growth and progress of Roanoke.

The United States census of 1890 gave Roanoke 16,159 population; that of 1900 showed 21,495; according to the census of 1920 the population was 50,842 and is now in 1922 estimated at close to 60,000. This is approximately divided as 80% white and 20% negro. The community population is about 70,000.



**Municipal Building.**

The Virginian Railway, which was completed 1902-03, made Roanoke one of its terminal points and this road has developed a great business, principally, however, as a coal carrier. This is really the purpose for which it was built.

Roanoke is supplied with adequate and splendid railroad facilities and we are so situated that we have easy and quick access in all directions over the lines of the Norfolk & Western Railway system, both for passenger and freight traffic.

Our location geographically is ideal in the great Roanoke Valley of Virginia at its junction with the famous Shenandoah Valley. To the southeast are the Blue Ridge Mountains and on the northwest the Alleghany Mountains, thus the cold winds of winter are tempered and during the summer the humidity is always below the average.

The altitude of the city is 907 feet above sea level, situated in latitude and longitude about on a plane with Southern Spain. The rainfall is moderate and sunshine above the average.

The environments of the city are exceptionally beautiful, the rolling nature of the country and the adjacent mountains affording a pleasing scene for the eye to rest upon, in whichever direction the traveler may journey.

Epidemics are unknown and the locality is especially free from sickness. Roanoke's ideal location, high altitude, fine sanitation and unexcelled water supply combining to make the city a most healthful place for residence.

From the solid rock at the base of Mill Mountain, a spur of the Blue Ridge, bursts forth the famous Crystal Spring with a never-ceasing flow of cool sparkling water, clear as crystal, and with a volume that furnishes the city over five million gallons daily.

Great dams on Roanoke and New Rivers, at points east and west from here, generate electric power ample for all purposes. The city is very well lighted by electricity and for manufacturing purposes we have abundant electric power at low rates.

Roanoke city streets are well paved or macadamized and every section is protected with storm water drains and sanitary sewers. We are constantly improving the street and sewer systems.

We have satisfactory telephone service, meeting local requirements and long distance connection with every section of the country.

The gas supply is good and extensive improvements are contemplated, including enlarging the plant and mains, also extending mains in new suburbs.

Our fire department is motorized with the most modern equipment and fire stations are located in all sections of the city, thus insuring the most desirable fire protection.

We have a commendable police department, ample to give full protection to all parts of the city and our police traffic department is up to date.

Roanoke's school system ranks among the first in the State and with the extensions and improvements, including new Senior and Junior high school buildings recently authorized at a cost of more than a million dollars, it is anticipated that we will lead every other city in Virginia in public school facilities. In this connection, we have here and in close proximity a number of splendid colleges for young men and young women.



Hotel Roanoke—*"All the Comforts of Home, Away from Home."*  
The Most Beautifully Situated Hotel in the State of Virginia.

We have numerous beautiful parks and nice play grounds owned and controlled by the city and the work of city betterments is a source of pride and co-operation among the people. The municipal building is one of the handsomest structures of its kind in Virginia.

Our government is the commission form, which is gaining in popularity all over the country. Five business men form this commission. They are elected by popular vote every four years and the city is conducted on a business like basis. A City Manager is employed by the Commission to superintend details.

The city proper within its limits embraces about ten square miles, but we have many suburbs adjoining, all of which make our community spread over a wide area.

Our street railway facilities reach all parts of the city and suburbs on good schedules and a commendable thing about this system is that the fare remains 5 cents. It was never increased, although almost every other city raised the fare during the last several years.

We have here eight banking institutions with capital, surplus and profits approximating six million dollars and carrying deposits of about twenty three million dollars. Total resources, thirty million dollars.

Roanoke is distinctly a city of churches and many of the most imposing and costly structures in the State are located here, nearly every denomination being represented. A splendid Y. M. C. A. building is near the center of the city, and the Y. W. C. A. and Railroad Y. M. C. A. are well organized. In this connection we cannot refrain from mentioning the commendable work being done by the Salvation Army, which owns a large building and has other facilities for taking care of needy cases.

Some person of prominence once said on visiting a city, "Show me the homes you have here and I will tell you what sort of people you are."

If there is any one particular thing of which a Roanoker is especially proud, it is the large number of beautiful homes owned by so many of our people and in which each individual takes the greatest pride.

This we believe in a large measure indicates the stability of our population and as a consequence the real estate valuations are very gratifying.

Besides the Norfolk & Western Railway shops and general offices, employing in the neighborhood of 5000 men and women, we have two large Companies manufacturing bridges and structural steel, also a very large artificial silk factory.

We have iron furnaces, machine works and manufacturers of many articles shipped to practically every state in the union and abroad, and numerous jobbing and wholesale houses handling a great variety of articles.

Our new city market house and "market square" is open daily, except Sunday and offers the choicest meats and vegetables in abundance at moderate prices.

Located here is headquarters of many large coal operators as Roanoke is at the gates of the great coal fields to the west and this industry is directly beneficial to our city.

Roanoke is very frequently selected as the most desirable convention city in all this section on account of its



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**"Airgraph" Norfolk & Western Railway, East End Shops and Passenger Station. Part of General Office Buildings (lower left).  
Hotel Roanoke (at left). Also Auditorium and Park (at left).**

ideal and beautiful location and the very satisfactory railroad facilities, also good hotel accommodation, the best of which is the famed Hotel Roanoke. We have a large auditorium and other commodious places for meetings.

Our Post Office receipts show a wonderful business done from here, and we have morning and afternoon editions of splendid newspapers connected with the Associated Press and International News services.

We have many modern office buildings, apartment houses and housing facilities to very satisfactorily take care of the present population and now in course of construction there are hundreds of new houses being erected to care for the continuing growth.

Our hospitals, military companies with armory, our country and city clubs, fraternal organizations, automobile association, amusement and recreation resorts, theatres and athletic associations, a large park and swimming pool near the city, leave nothing to be desired along these lines.

Mill Mountain standing as a beacon and sentinel, rising about 1200 feet above the city and reached by incline tramway, is a mecca for visitors. From this vantage point one has a never to be forgotten view of Roanoke, its surroundings and a great panorama for twenty five miles or more in all directions.

In January, 1904, the Chamber of Commerce was organized, the old Board of Trade and the Merchants and Manufacturers Association merging into the new organization. This was in recent years reorganized and is now the Association of Commerce, composed of the leading business and professional men.

The systematic work conducted by these organizations has given a strong impetus to the material development of Roanoke and the advancement of our business and manufacturing interests.

The people of Roanoke are broad-minded and liberal and noted for their high feeling of civic pride and strong sense of municipal loyalty. Most of them are quick to participate in any movement which concerns the public welfare and believing that whatever tends to the betterment of general conditions will be shared in by every citizen.

This broad policy of commercial co-operation, mutual help and concentration of purpose, assisted by liberal financial support from our banking institutions, is the "Roanoke spirit", which has established our fame as a place richly endowed with all that contributes to make a people proud of their city and no matter where we go on business or pleasure we return here each time more convinced that Roanoke is the ideal place of abode.

With her magnificent record of past achievements, Roanoke stands today as a queenly municipality, conscious of her many natural advantages, pulsating with pluck and virility, crowned with her well earned prestige as a city of enterprise, energy and progress.

We invite our neighbors far and near to take advantage of the desirable things we have to offer here, to visit us, to do business with us and to investigate the attractions we offer, to come here and live and be one of us—happy, contented and prosperous people will welcome you and co-operate with you in the great spirit of achievement which from the beginning and through the years has been so manifest in the development of our city.

There is, of course, much that cannot be included in this publication to tell and show the world what a desirable city we have, but we hope that our efforts will not be in vain and that we have created a desire in every heart which will make this book worth while to the city of Roanoke.



F. B. Thomas & Company—Wholesale Dry Goods and Notions.



"Airgraph" of Campbell Avenue Looking East, from Park Street.

Copyright 1922, Aero Service Corp.



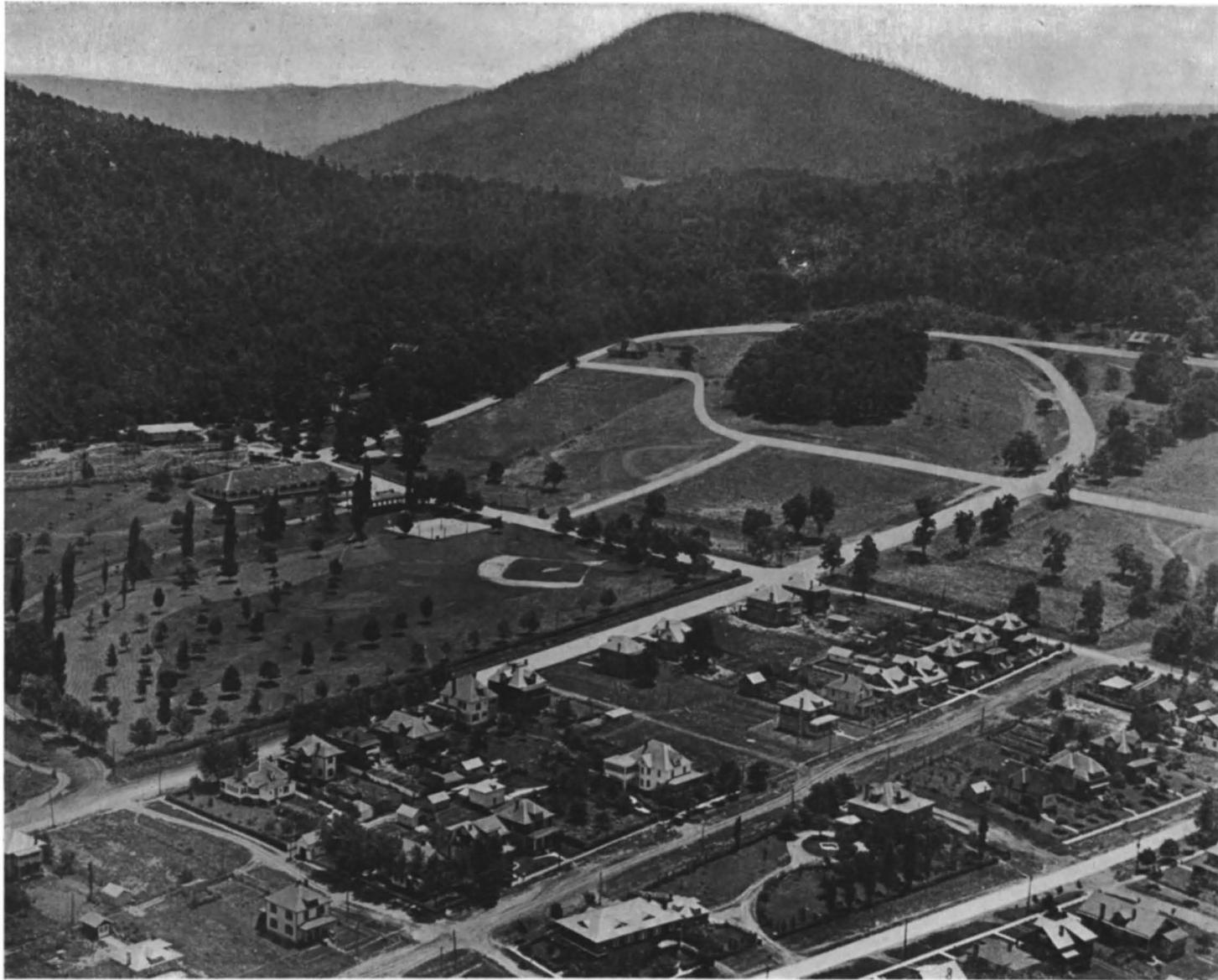
First National Bank.



**"Airgraph" of Jefferson Street, Looking North from Elmwood Park and Public Library.** Copyright 1922, Aero Service Corp.

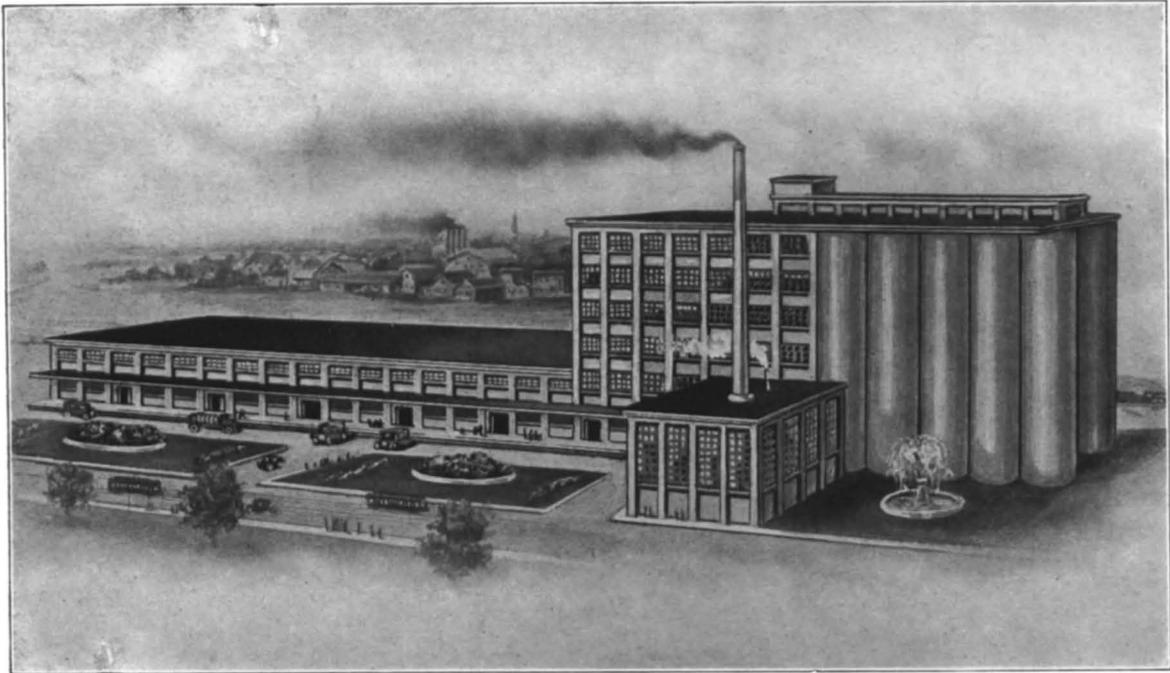


Mountain Trust Bank.

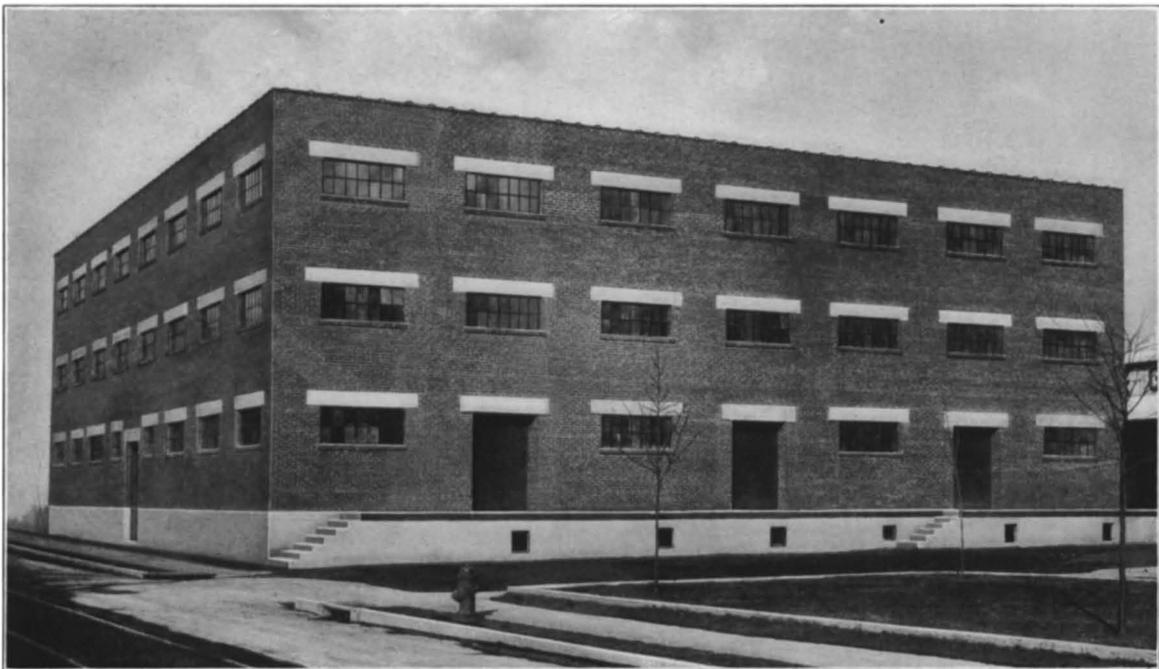


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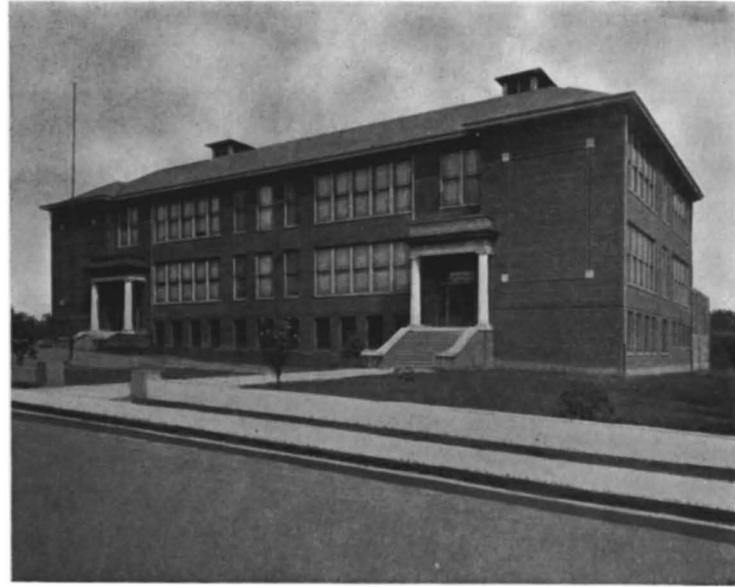
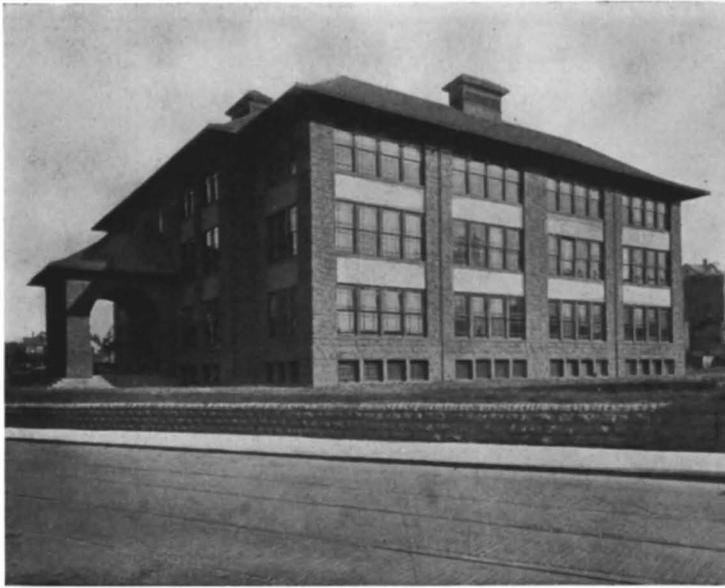
**"Airgraph" of Clermont Heights, Roanoke's Newest and Up-to-date Suburb Now Being Developed. Mountain Park at Lower Left of Picture.**



**Roanoke City Mills—Main Mill Building, Erected 1918.**



**Roanoke City Mills—Feed Plant, Erected 1921.**



Lee Junior High School (upper left)—Melrose School (upper right)—Park Street School.



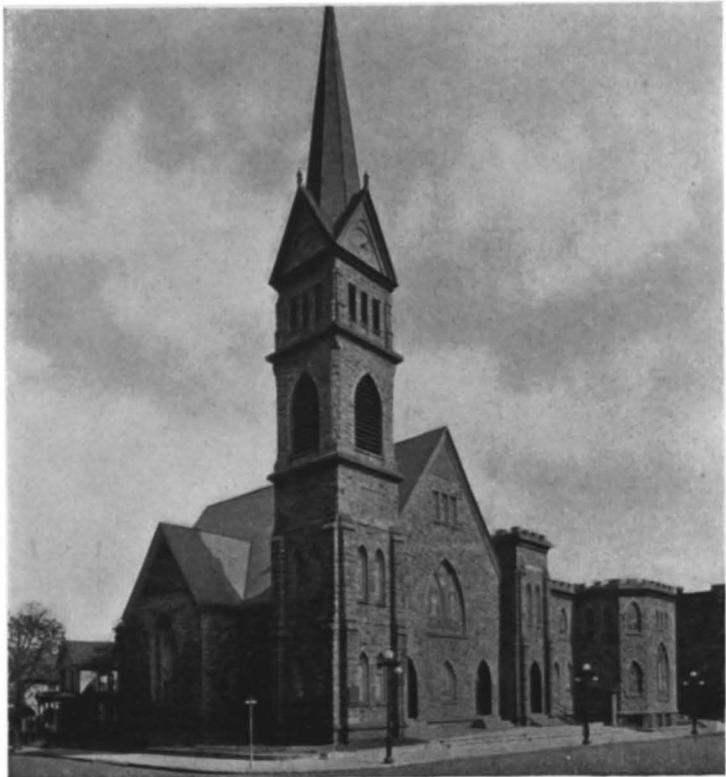
S. H. Heironimus Company—Department Store.



**First Presbyterian Church.**



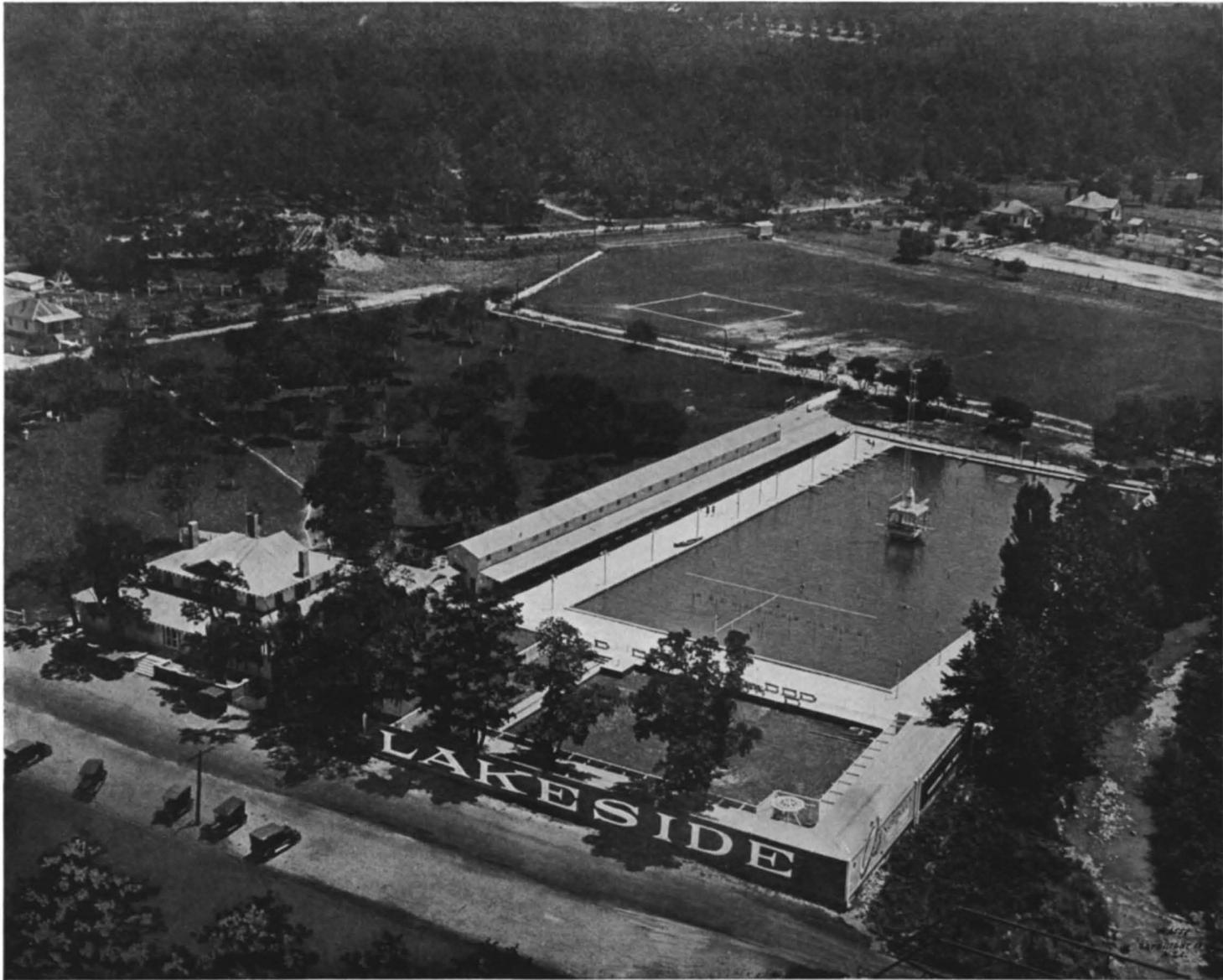
**Christ Episcopal Church.**



**Greene Memorial M. E. Church, South.**



**Belmont M. E. Church, South.**



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**"Airgraph" of Lakeside, Park and Concrete Swimming Lake. Two Million Gallons Fresh Water Changing Constantly.**



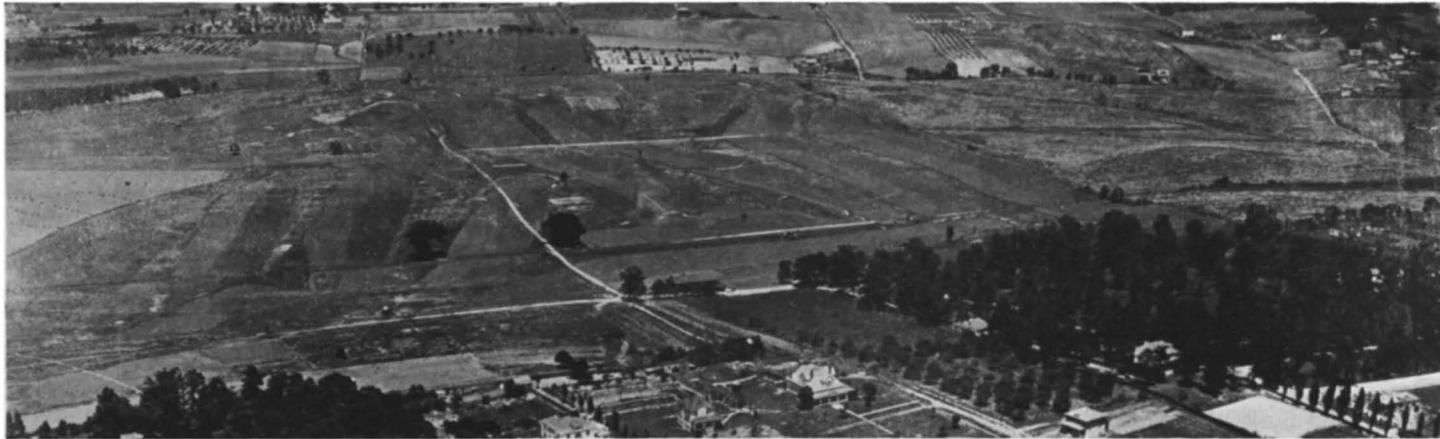
Some Fire Stations—No. 1, (upper left)—No. 3, (upper right)—No. 5, (lower left)—No. 6, (lower right).



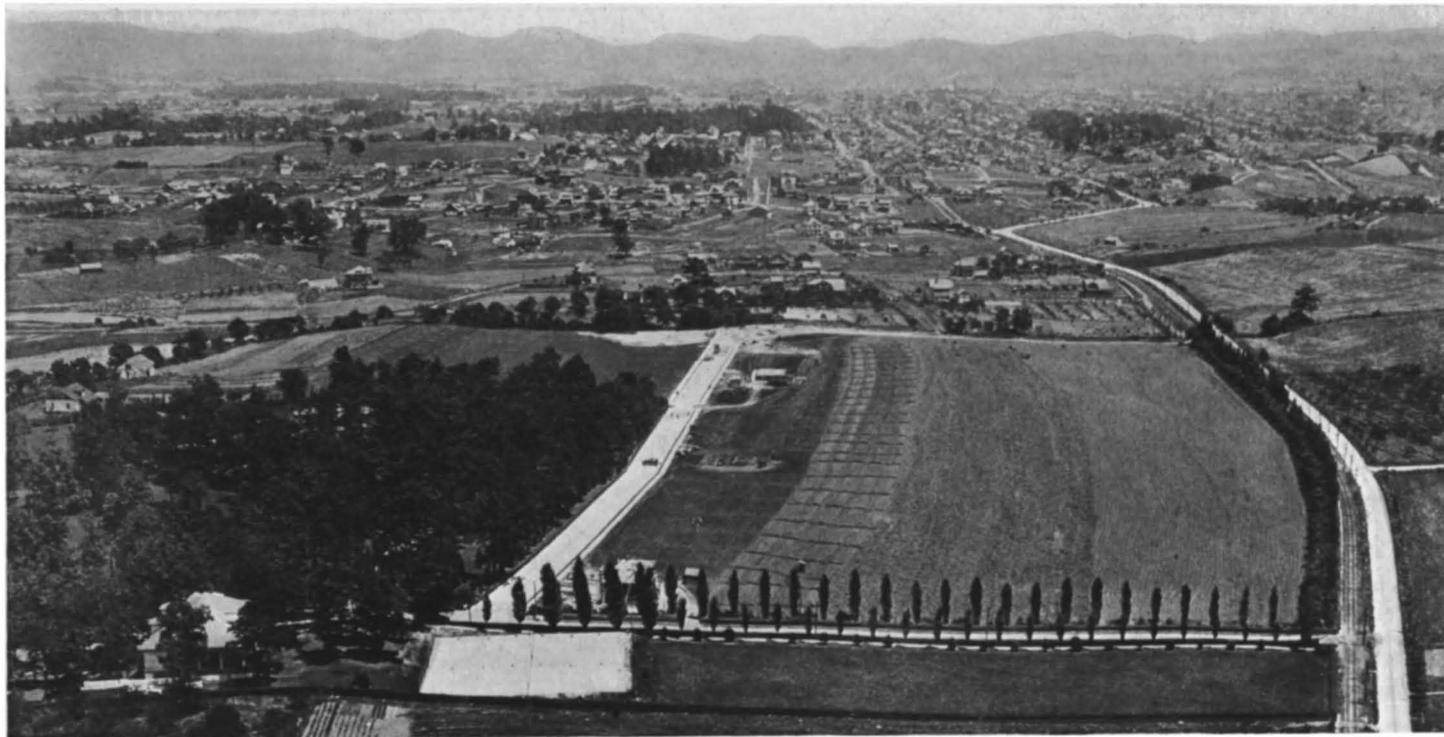
Colonial National Bank.



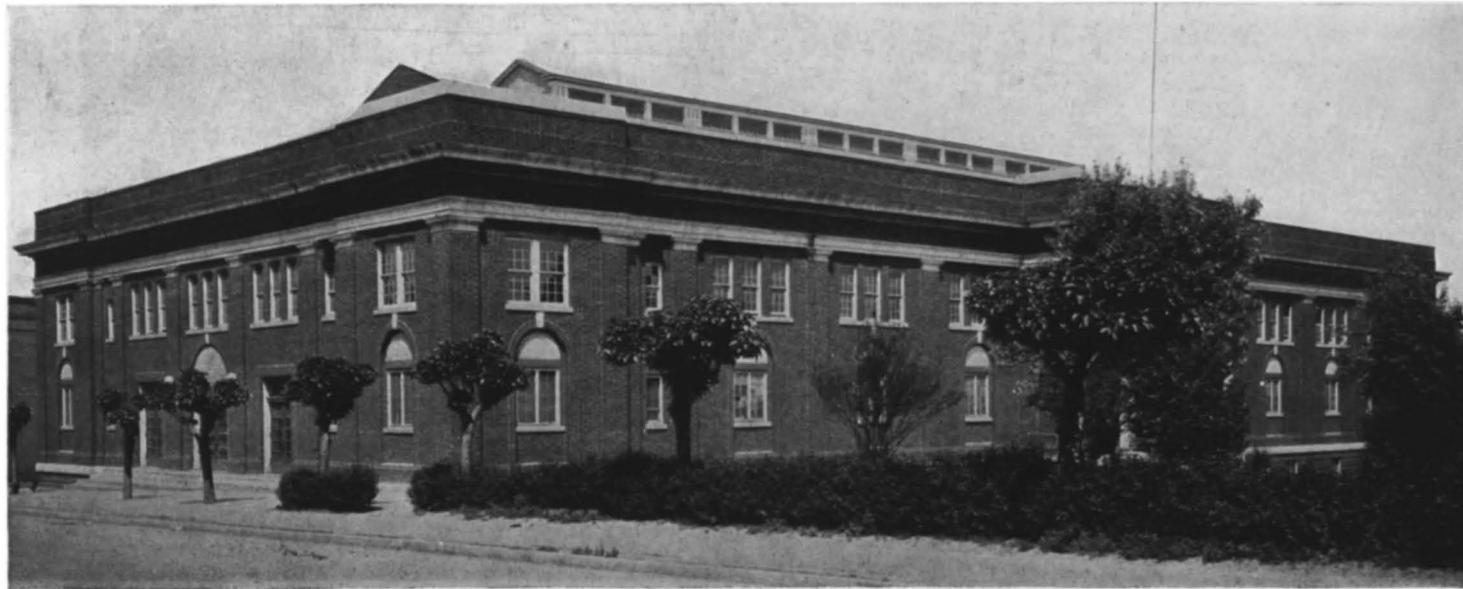
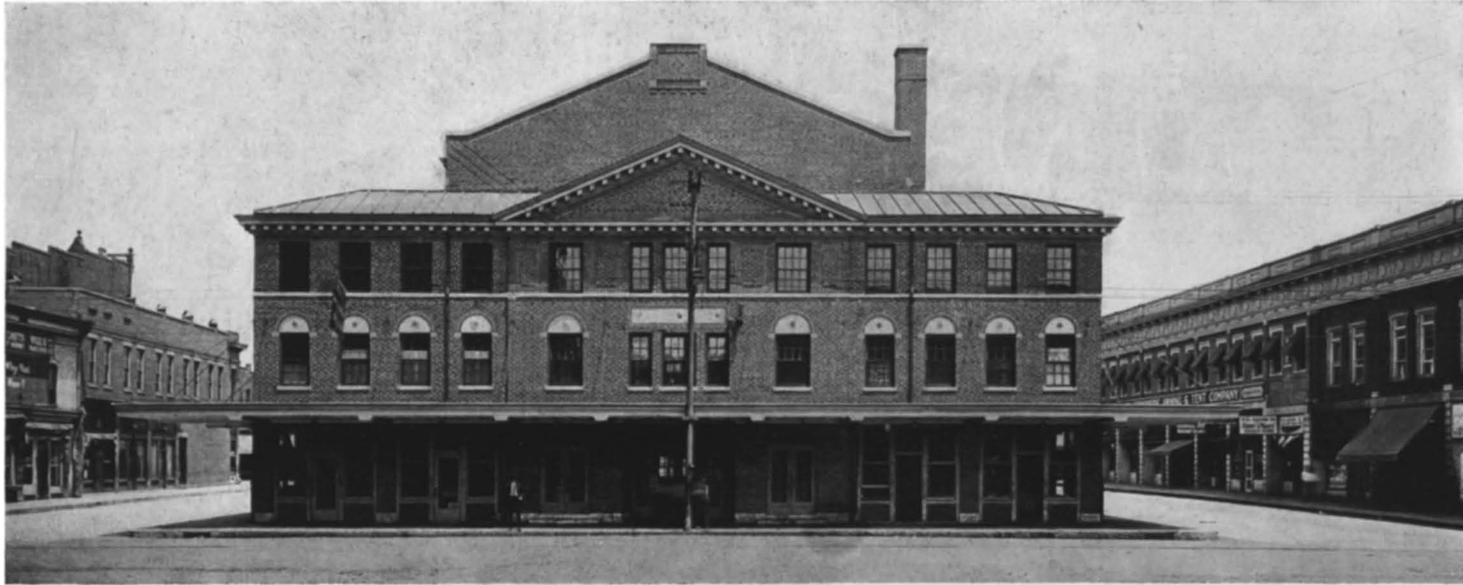
Geo. MacBain Company—Department Store.



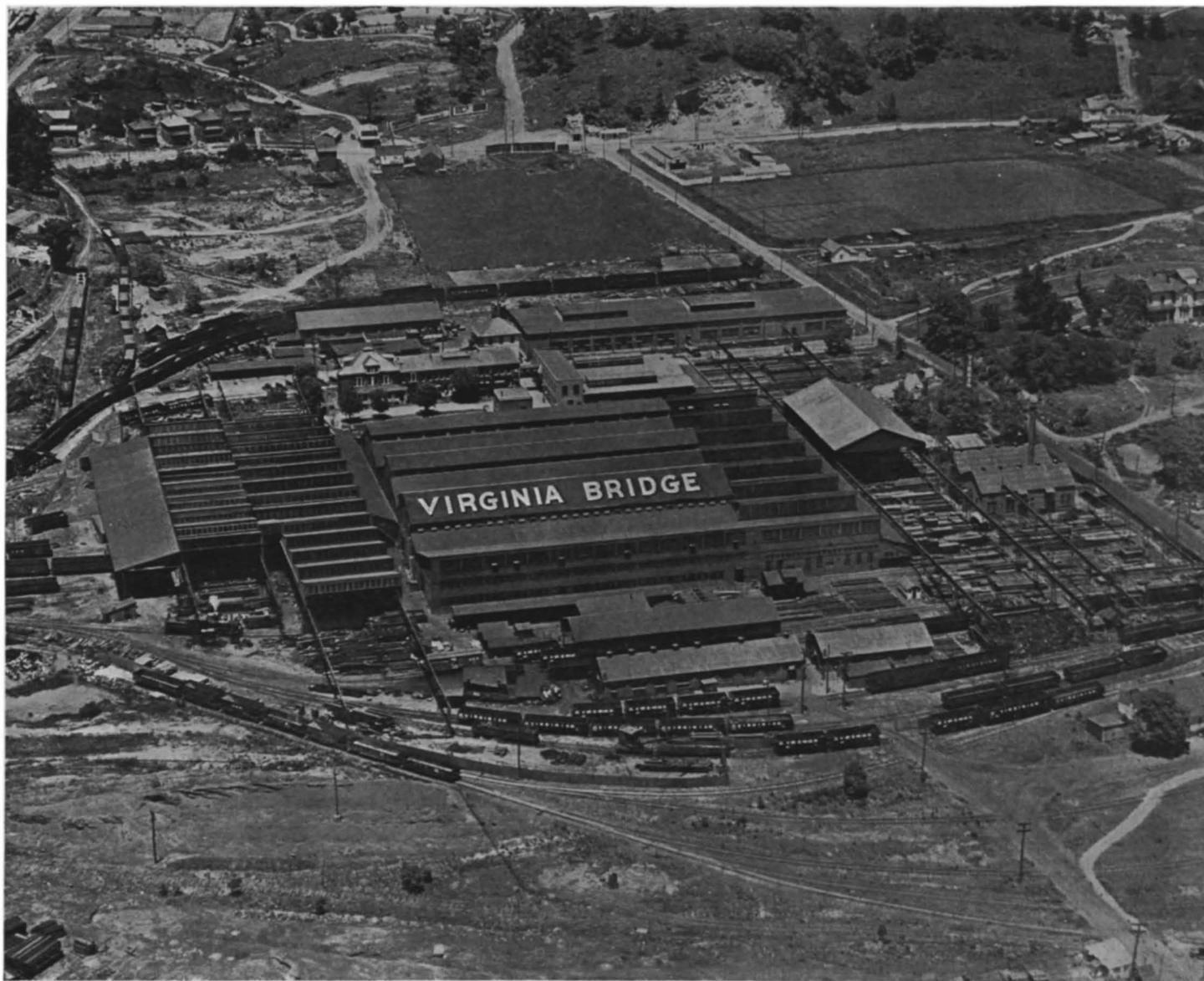
**"Airgraph" of Roanoke Country Club Golf Links—"Casselwold" and Grove Park, lower right.** Copyright 1922, Aero Service Corp.



**"Airgraph" of Grove Park, the new and beautiful suburb at Country Club station on Salem car line, several miles from the city, but having all city conveniences—"Casselwold" and a part of Roanoke Country Club lower left.** Copyright 1922, Aero Service Corp.



**City Market House (above)—City Auditorium.**



**Roanoke Plant of the Virginia Bridge and Iron Company.**

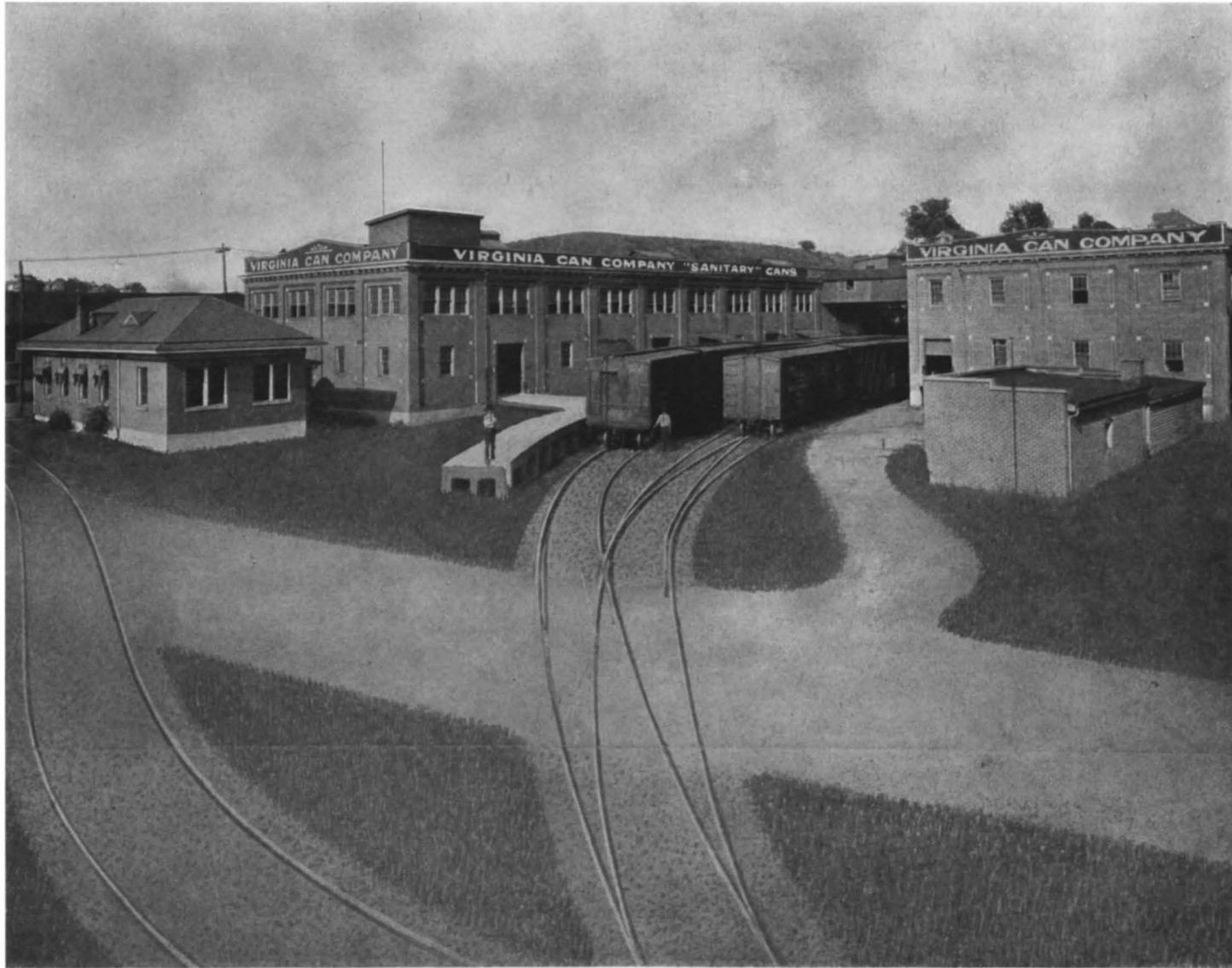
Copyright 1922, Aero Service Corp.



**National Exchange Bank.**



**Times-World Corp.—Publishers of our Newspapers,  
the "Roanoke Times" (morning) and "World News" (evening.)**



Virginia Can Company—Manufacturers Tin Cans for Food Products.



New Central Garage—Marmon, Haynes, Willys-Knight and Overland Cars.



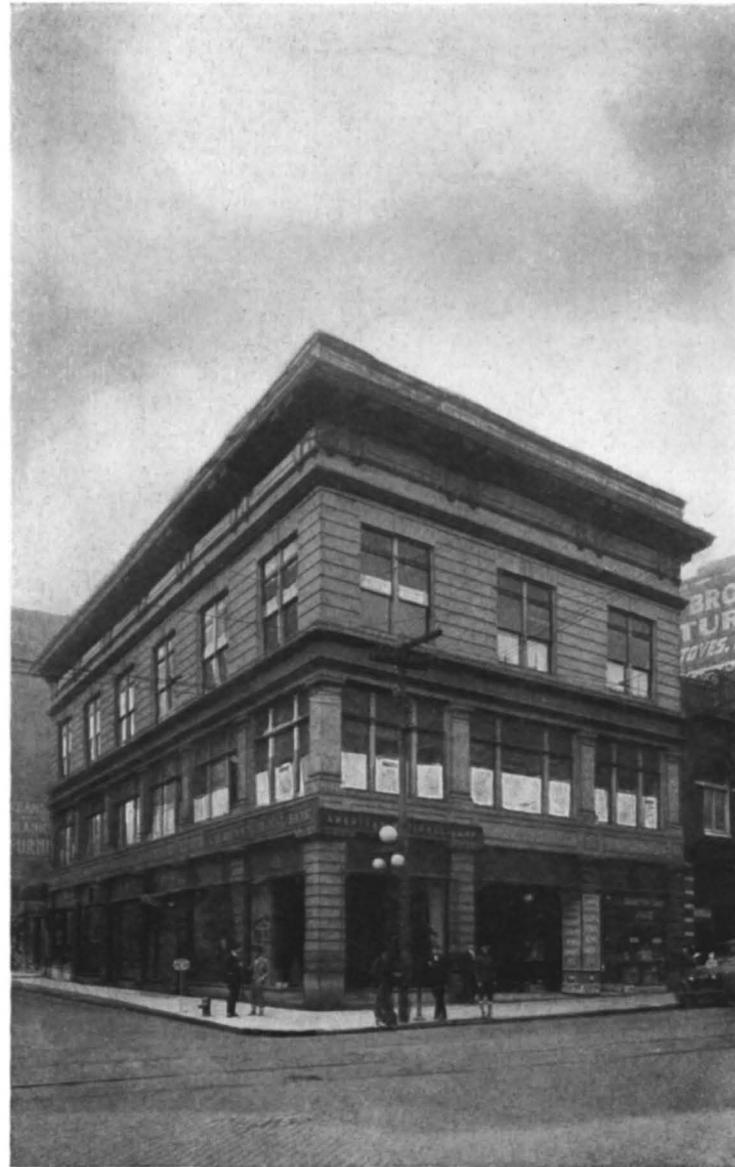
Ideal Laundry and Cleaning Company.



A Few of Roanoke's Many Beautiful Homes.



**Williams Building**  
Engleby Electric Company. Hobbie Bros. Co.—Pianos.



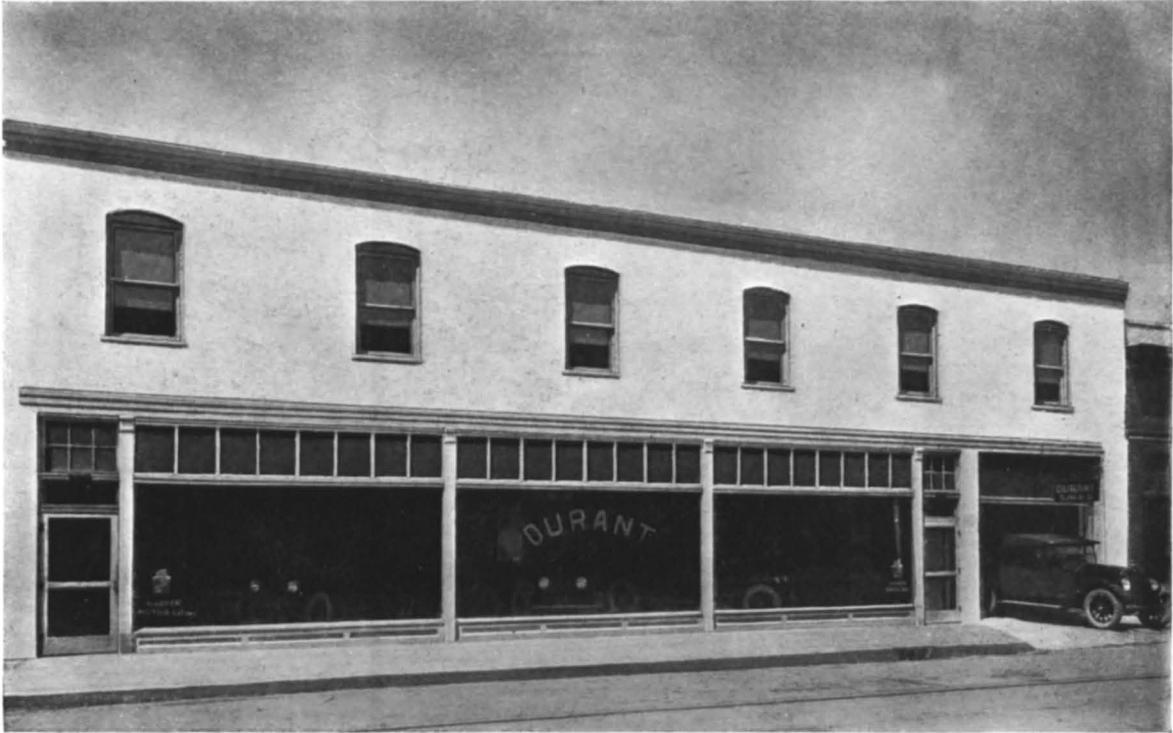
**American National Bank.**



GLADSTONE, the great English statesman said "Show me the manner in which a nation or a community cares for its dead and I will measure with mathematical exactness the tender sympathies of its people, their respect for the laws of the land and their loyalty to high ideals."

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"Airgraph" of Evergreen Burial Park—A beautiful and Carefully Tended Place Devoted to the Memory of the Dead.



Harper Motor Co., Inc.—Distributors of Durant Cars.



Motor Car Equipment Co.—Auto Supplies and Tires.



Ramsey Shoe Company.



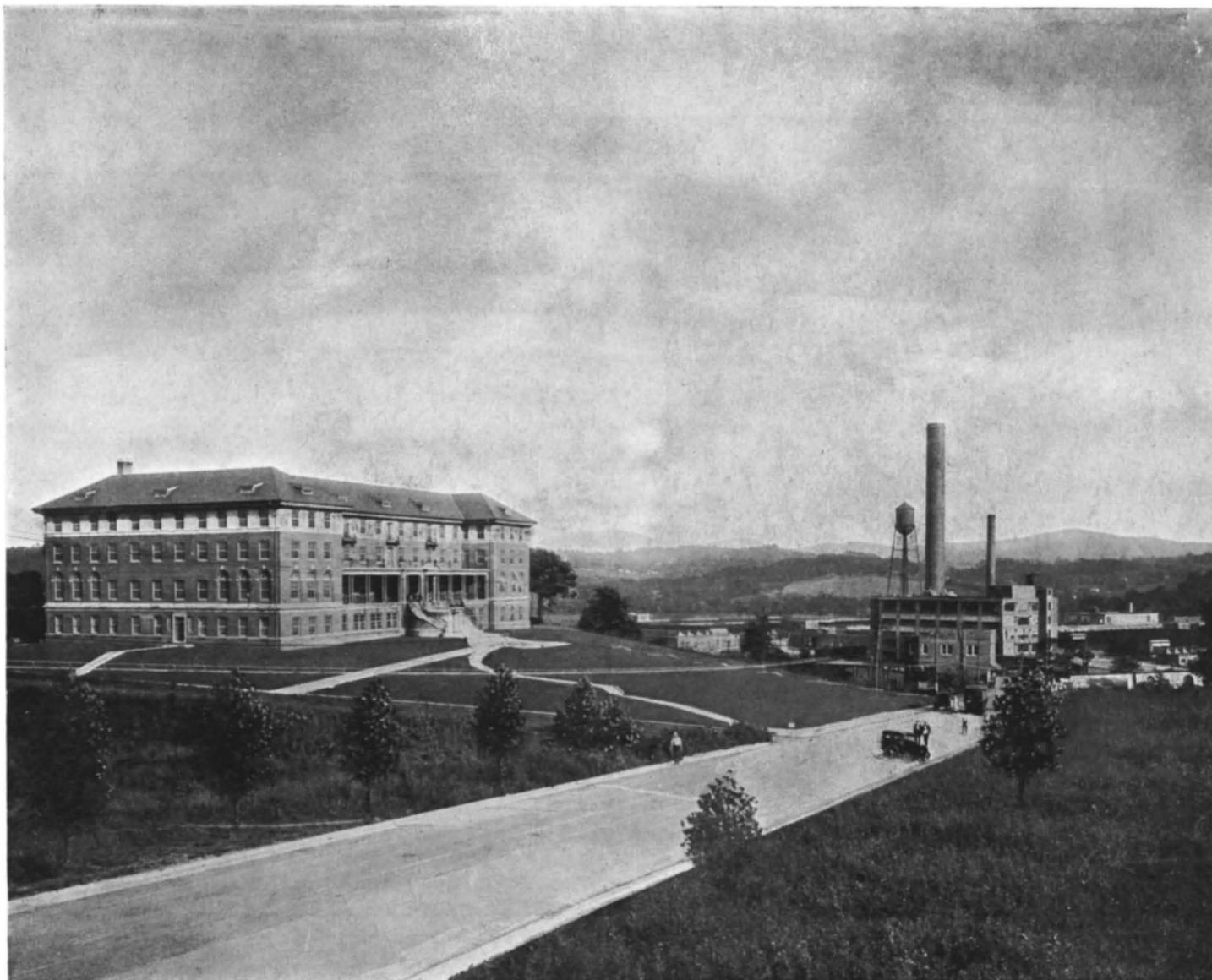
Adams, Payne and Gleaves, Inc.—“Everything for Building, but Hardware.”



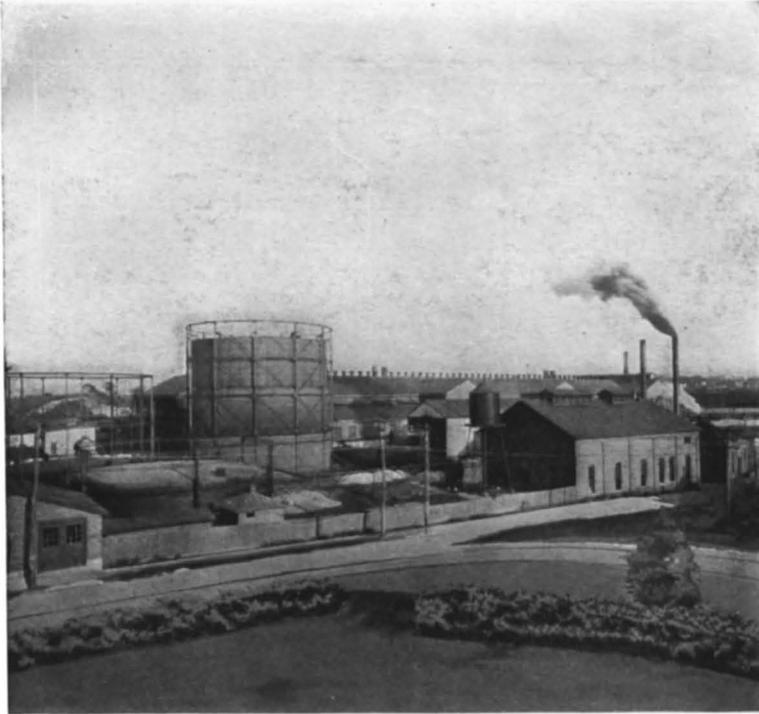
Roanoke Dry Goods and Notion Co., Inc.  
Wholesale Dry Goods, Notions and Furnishings.



Day and Night Bank.



**Dormitory of Viscose Corporation of Virginia—Manufacturers of Artificial Silk, Employing About Three Thousand People.**



**Plant of the Roanoke Gas Light Company.**



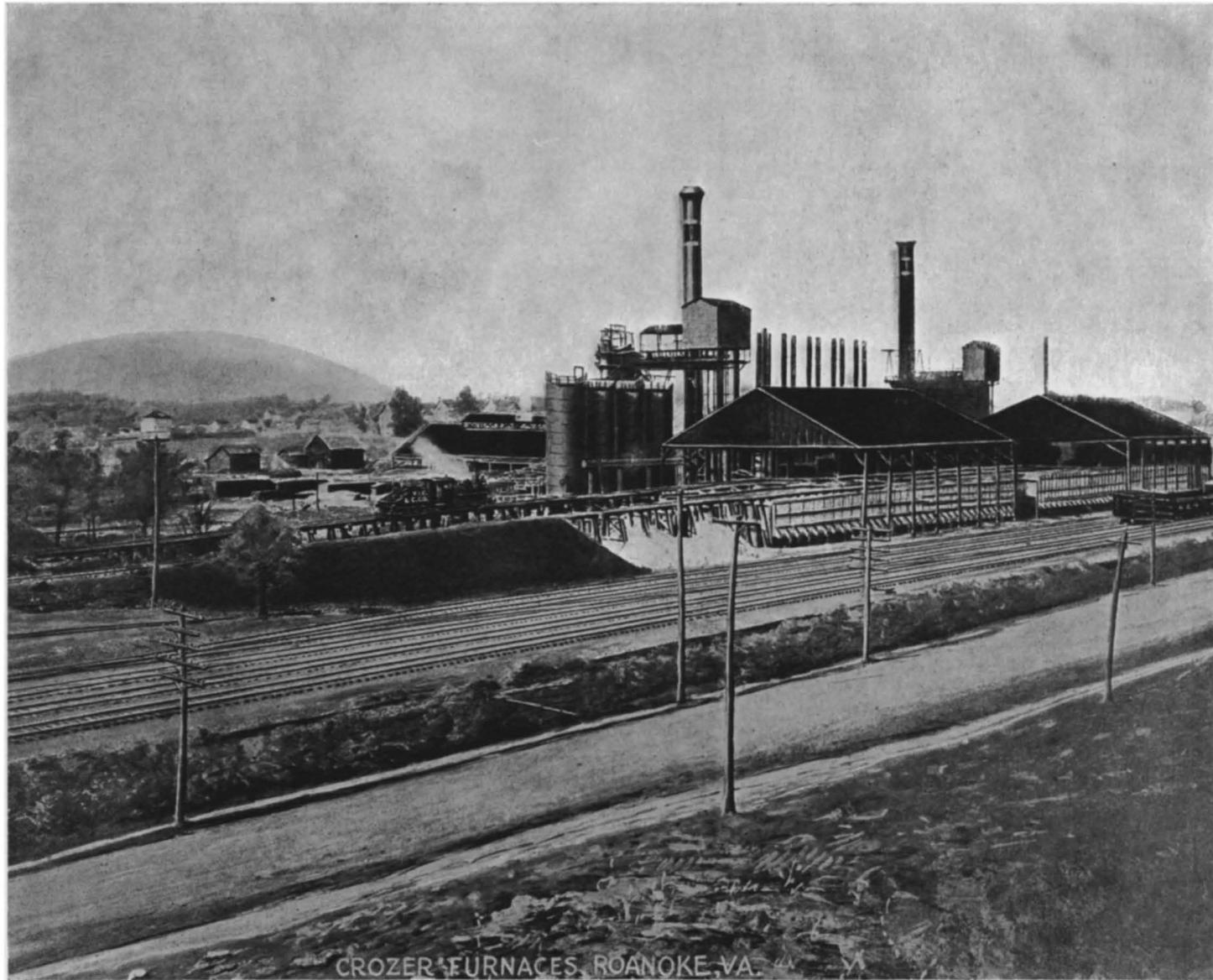
**Office and Sales Building.**



**Gilmer's, Inc.**  
**Bakery and Campbell Avenue Store.**



**Salem Avenue Store.**



**Virginia Iron, Coal and Coke Company—General Offices, Roanoke, Va.  
Miners and Shippers of Coal and Coke—Manufacturers of Pig Iron.**



**J. H. Marsteller—Monuments and Mantels.**



**Peerless Candy Co.—Jobbers and Wholesalers.**



**Roanoke Auto and Implement Co.  
Distributors Oldsmobile, Hupmobile and Maxwell.**



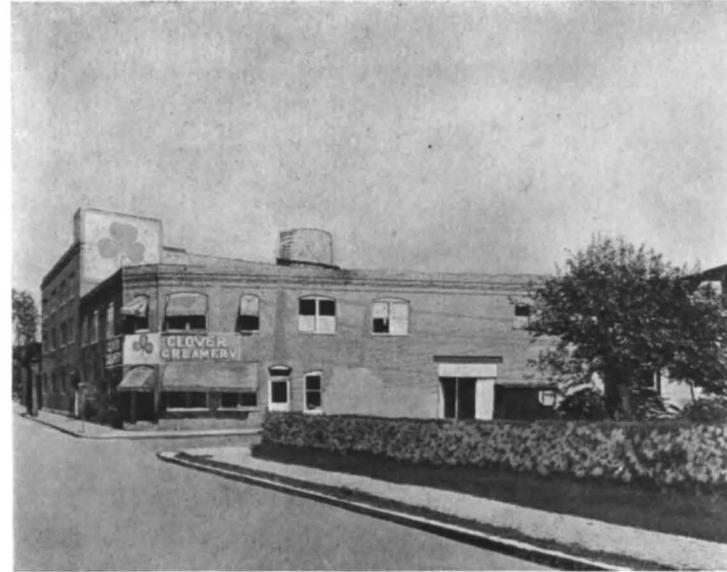
**Yost Huff Motor Company.  
Distributors Ford Cars and Fordsons.**



Roanoke Iron and Bridge Works, Inc.



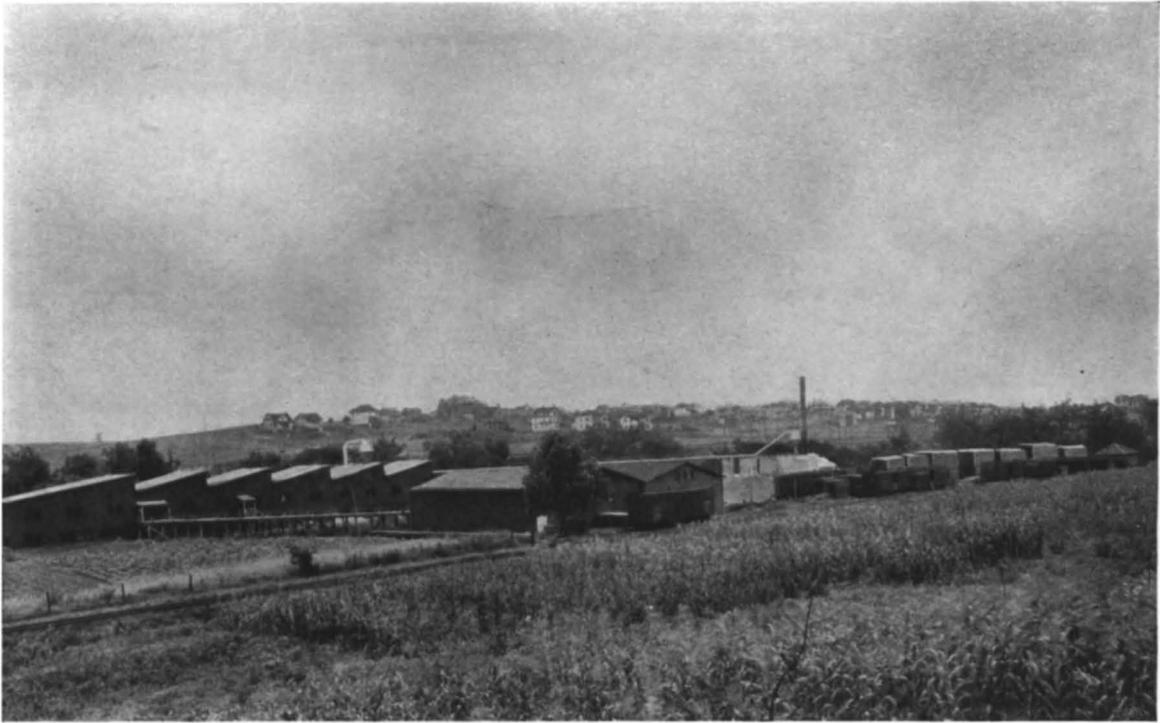
**Brand Shoe Company, Inc.**  
**Distributors of Shoes and Rubbers.**



**Clover Creamery Company, Inc.**



**S. P. Hite Company, Inc.**  
**Manufacturers of Hite's Flavoring Extracts and Drugs.**



**Harris Hardwood Co., Inc.—Manufacturers Oak Flooring.**



**Mill Mountain, Showing the Incline Cable Railway.**

Copyright 1922. Aero Service Corp.



**Kalon Electric Company, Inc.**



**Crystal Spring Laundry Company, Inc.**



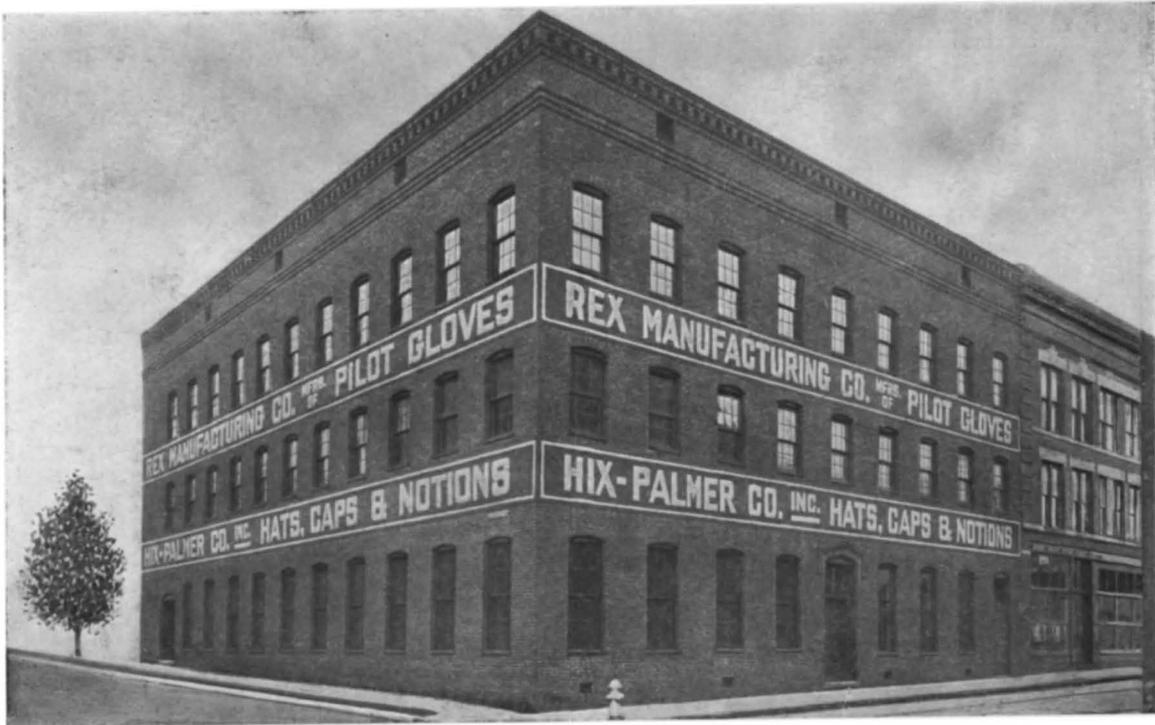
**Warehouse Roanoke Hardware Co.—Wholesale Hardware.  
Office and Salesroom 22 W. Campbell Avenue.**



**Klensall Cleaning and Dye Works, Inc.**



R. G. Edgerton and Company—Distributors Reo Automobiles and Speed Wagons.



Hix-Palmer Company, Inc.—Wholesale Hats, Caps and Notions.



**Roanoke  
Motor  
Co., Inc.  
Chevrolet  
Cars and  
Trucks.**



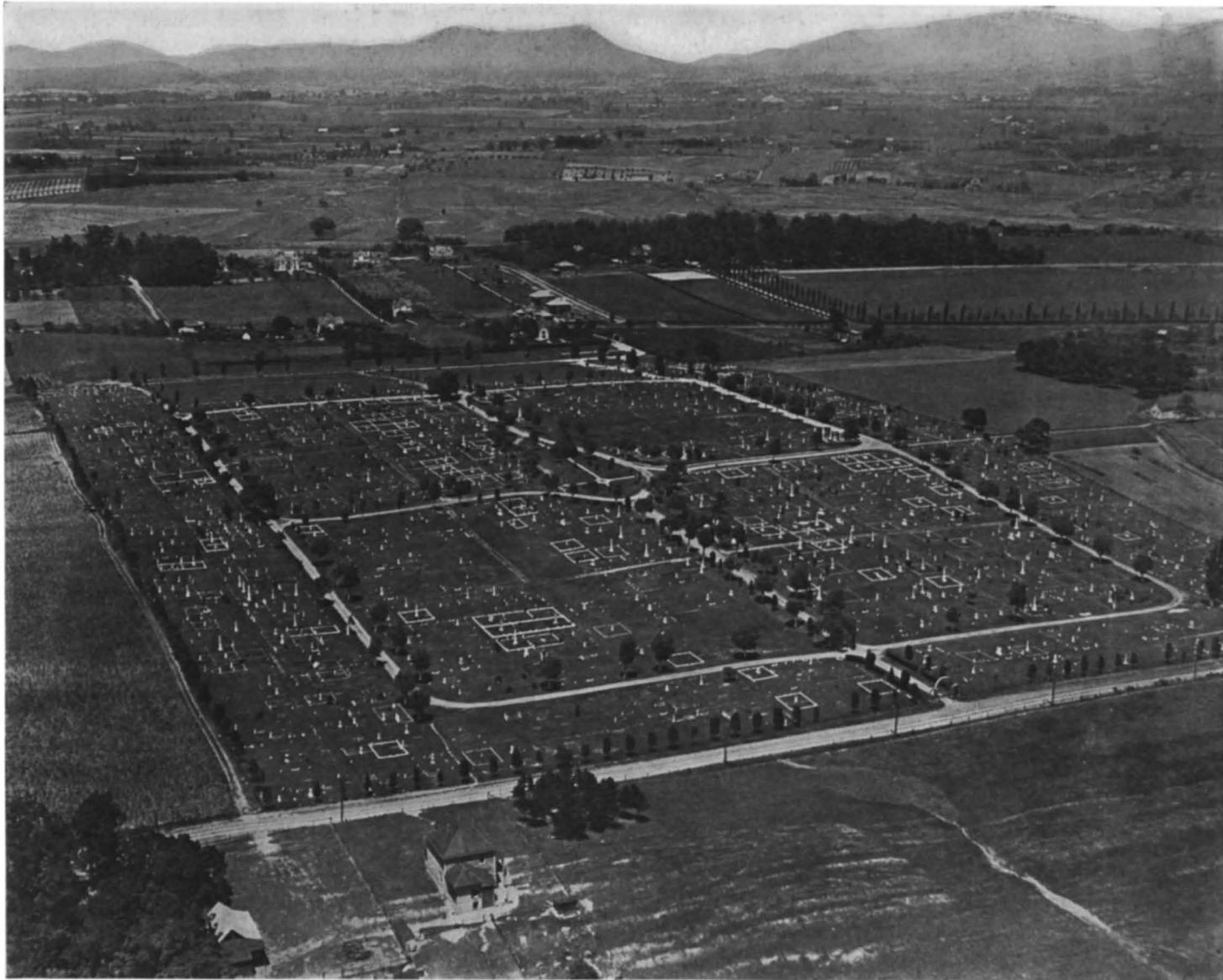
**Automotive  
Sales Co.,  
Inc.  
Distributors  
Paige and  
Jewett  
Cars and  
Garford  
Trucks.**



**Kennard-Pace Co., Inc.  
Plumbing, Heating and Roofing.**

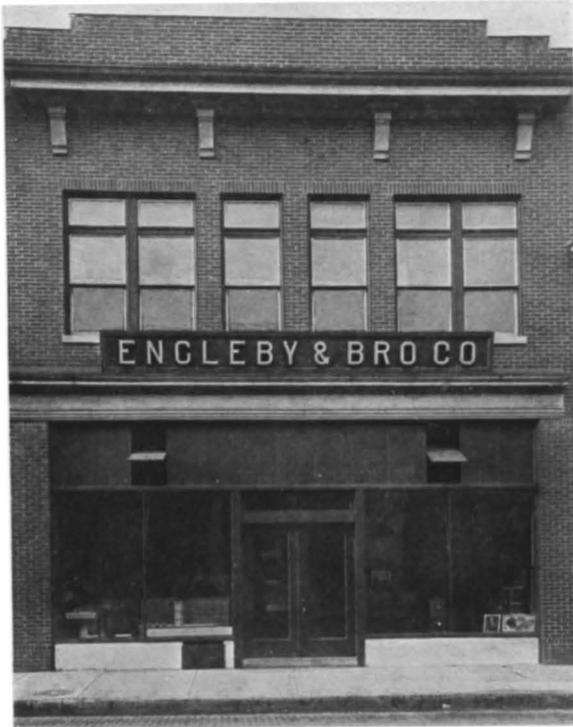


**Roanoke Sunlight Bakery, Inc.—Exclusive Wholesale Bakers  
“Mother’s” and “Mity Nice” Bread and Sunlight Cakes.**



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**"Airgraph" of Fairview Cemetery, (Established 1890) "Most Beautiful City of the Dead."**



**Engleby and Bro. Company**  
Jobbers of Plumbing and Tinnners' Supplies.



**Steam Power Station**  
Roanoke Railway and Electric Company.



**Roanoke Cycle Company**  
Sporting Goods and Photo Supplies.



**The Implement and Seed Company**  
Distributors International Harvester Company's  
Machinery, Tractors and Trucks.



Roanoke Candy Company, Inc.—Manufacturers of Quality Candy.

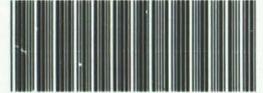


Central Manufacturing Company—Lumber and Building Material.

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ROANOKE, VA.



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