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Roanoker

FALL / 1974

INAUGURAL ISSUE

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the Roanoker

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From the editor

They said it couldn't be done . . . and a few times, we thought just maybe they were right. But despite some protracted labor pains, **The Roanoker**, the magazine of Metro Roanoke, was born . . . and the future looks bright.

The coincidence of this publication with the major rebirth downtown and across the Valley was no accident. As our cover story points out, Metro Roanoke (including Vinton and Salem) is in the midst of dramatic change . . . progress. We want to be part of that change.

On a quarterly basis, **The Roanoker** will focus on life in the beautiful Roanoke Valley, its business and leisure, its people and their lives.

One of the finest photographers in the state, Fred Cramer, captured the symbolic photograph of the new FNEB building for our cover.

We express deep gratitude to the charter advertisers in this edition. They believe in the Roanoke Valley. They made this publication possible.

It's all yours. We start a letters column in the winter edition so tell us what you think.



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Roanoke: A New Era Is Dawning

By Richard Wells

Some said it was a test city where the viability of consumer products could be proven or disproven in microcosm.

Others, skipping the euphemism, put it more bluntly: "If it'll sell in Roanoke, Virginia, it'll sell in the world."

"Conservative" was the label, sometimes used with the prefix "ultra". Provincial had wide currency. The word Roanoke seems perpetually surrounded by the adverbs behind, below, under, almost, beneath, etc.

That was 1967, or maybe even last year. But it is not today. Roanoke, Virginia, has embarked on a new life, a new future. To understand where she is going off to, one must know where she has been.

Roanoke was a precocious child, rushed from infancy through puberty by her family, the railroad. She grew up fast, too fast. No class, no ancestry, no finishing school.

First as a town and later as a city, she struggled with little sense of identity. But, nurtured by time and growing diversity of industry in recent years, she has grown into a woman.

No longer shy and reclusive, she's decided to become a cosmopolitan woman, to make up for lost time, to live.

One need only see the vastly changed skyline of downtown Roanoke in the past few months to know that the lady's belated coming out party is underway.

Colonial-American's single story drive-in bank location on one of Roanoke's best corners, Campbell and Jefferson, is symbolic of Roanoke's conservatism and psychology, prevalent in the early and mid-60s. There were grave doubts about the future of downtown Roanoke.

In 1966, after years of "do-nothing-





ism" in city government and two recent rejections of a bond issue for a civic center, populist mayor Benton O. Dillard reversed his stand on the center and voters okayed \$7 million for the project. It was probably the most important action for the future of Roanoke since the N&W tracks came in.

Ironically, it cost Dillard his job. His populist supporters turned their backs on him at election time.

"The people suddenly realized they could tax themselves for progress," said Jack Goodykoontz of the Roanoke Chamber of Commerce.

That same year an inspired city council took another giant step forward for the city, by levying an additional \$5 million in taxes to pay for the \$12 million civic center.

Like the crumbling of a dam, voters who had twice turned down the original Civic Center bond issue in 1967 approved a \$52 million capital improvement issue.

A new psychology was afoot in the city. The Kirk Mall project, though it never materialized, reflected renewed interest in downtown. There was a strong feeling that something had to be done to salvage a decaying inner city.

"Roanoke had been like the dentist who never wanted to hurt anybody," recalls vice mayor David Lisk. "He didn't want to hurt anybody so he never drilled to the root of the cavity. Twenty years later, all his patients' teeth began falling out."

Roanoke went to the root of the

problem with the Civic Center, putting Roanoke back in the convention market. It fought with the federal government to keep the new \$5.5 million regional post office in the city and to keep the new federal building downtown.

The Kirk Mall failure gave birth to Downtown East, a \$50 million shopping/office complex to be built in the 14-acre Urban Redevelopment site east of Jefferson St. Heinz Enterprises of Houston, Tex. will design and develop the project, which will have two or three office buildings (6 to 10 stories),

"Roanoke had been like the dentist who never wanted to hurt anybody . . . never drilled to the root of the cavity. Twenty years later, all his patients' teeth began falling out."

a major shopping mall, and a major hotel-like complex. The Texas firm is expected to publicly announce plans late this fall.

"I think these things have a snowball effect," says Lisk. "If the city is willing to put \$50 million into downtown, I think this makes private business more confident."

That confidence is being etched into the Roanoke skyline today.

Under construction almost simultaneously are two bank buildings, the federal building, and a major addition at C&P Telephone Co., which are transforming downtown into a new city.

The new \$8 million First National Exchange Building supplants Colonial-American as downtown's tallest building. It will be 15 stories, still one short of Roanoke Memorial Hospital.

With United Virginia Bank's \$5 million, 14-story building underway on the corner of Church and 2nd St. and a nine-story parking garage planned on the adjacent corner, the vortex of business could shift from the Jefferson/Campbell corner to Church/2nd St.

The city is ready to let bids on the huge parking garage with expected completion in the spring of 1976. UVB has requested air rights for a pedestrian walkway over 2nd St. and Bank of Virginia is investigating air rights, amid talk of upward expansion. The Shenandoah Building is also seeking direct entry to the garage from one of its upper floors.

A retail outlet is planned for the

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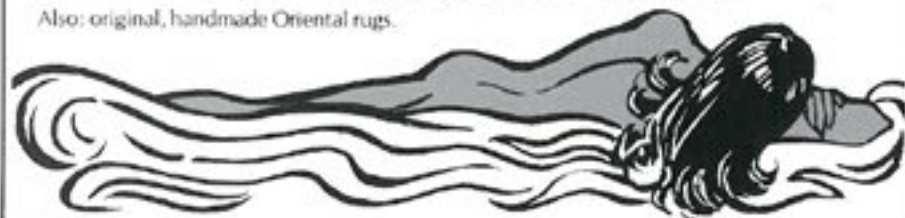
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lower level of the parking building.

The new architecturally innovative federal building is a \$13 million 14-story structure with 240,000 sq. ft. Across the street, C&P is spending an estimated \$17.5 million for a major addition of its building.

The new Kimball Avenue complex now has the regional U.S. Post Office installation and a new Greyhound terminal is under construction. Roanoke Gas Co., whose location is being taken by the 2nd St. Parking Garage, will build in Kimball, a 300-room Days Inn is planned as is N&W's new computer center.

While downtown construction was still on the drawing boards, the suburbs were bustling.

Last October, Southwest Virginia's largest shopping mall, a \$28 million, 750,000 sq. ft. sprawling giant named Tanglewood became a reality in Southwest County. Its biggest rival, Crossroads Mall, on the north side of town will recapture that "biggest in SW Virginia" title with an upcoming expansion. However, Tanglewood plans to counter with a three-theater complex behind Penney's, to go under construction soon.

The valley's transportation picture is also improving with the completion of the "Southwest Expressway" to Franklin Road and the four-laning of the Rt. 419 perimeter road around the west side of the city. The Roanoke Municipal Airport has just completed a major expansion, and Amtrak will begin local service in early 1975.

Projects on the drawing boards are too numerous to mention were it not for the importance and potential of some.

— Pedestrian Overpass: A shopping mall spanning the N&W tracks between Jefferson St. and The Hotel Roanoke is under active consideration.

— N&W must build a new depot when passenger service resumes in Roanoke after a five year lapse next spring.

— Grandiose plans are being made for the conversion of the City Market Building into a small shopping mall with specialty shops. Approximate cost, \$1 million.

— State Science Museum: Feverish activity to raise planning money for a western division of the State Science Museum. Proposed location is along the parkway spur going to Mill Mountain. It would encompass a planetarium and carry a \$1 million price tag.

In quest of the convention dollar

By Jack Goodykoontz



Travelers are helping keep Virginia green — the green of dollar bills.

Tourism has become big business, bringing in one billion dollars to the Virginia economy in 1973 and producing \$54 million in revenue for the Roanoke Metro area last year.

Locally, there are over 1,100 firms employing 7,500 workers in the rapidly growing travel industry.

But those figures could be higher. The Roanoke Valley, for many reasons, is ripe for a major thrust into the travel business.

Roanoke attracts the visitors. They come as businessmen, customers, tourists, conventioners, relatives and neighbors. Located advantageously on major highways, the Blue Ridge Parkway and crossroads of airline flights, the city and environs serve as hosts to thousands of people daily. More than 50 hotels and motels, with nearly 3,000 rooms, can take care of 10,000 persons at capacity. This capacity was reached on three occasions this summer when a total of 20,000 delegates assembled for conventions at the Roanoke Civic Center.

The Civic Centers and major hosteleries, coupled with genuine local hospitality, are building a reputation as hosts to successful conventions. Aided by the Convention Bureau of the Roanoke Valley Chamber of Commerce, Roanoke's facilities and capabilities are being touted nationally.

Two fine Civic Centers can take much credit for the burgeoning growth of travel related businesses. Not only

do they provide meeting and exhibit space for large conventions, but also provide the showcase for diverse entertainment including hobby shows, pageants, forums, religious gatherings, sports, music, drama and educational features.

Housing and meeting space alone do not necessarily attract meetings. Good restaurants, sight-seeing, recreational opportunities and entertainment availability are often deciding factors. And of course, good transportation — highways and air service — must be available.

But competition is stiff.

It seems incongruous that a community which generates travel and convention business amounting to \$50 million annually is spending only \$30,000 to support an agency designed to make that volume grow.

Travel and convention business "doesn't just happen". There is wide-

spread competition among all its elements. In Virginia alone, there are convention centers in Richmond, Norfolk, Hampton, Williamsburg. The Homestead and Virginia Beach each vying for the large groups.

All over the state can be found excellent hotels and motels capable of handling meeting groups up to 500. There is even competition within a given city between several facilities all after the same business. For a city to successfully seek out and bid for conventions, a central or coordinating agency, usually called a Convention Bureau, can best maneuver in the scramble for major conventions. A well organized and well financed Bureau provides salesmen to develop leads and properly present the community's capabilities to house, feed and entertain a meeting group.

A convention bureau provides many other services. It advertises the best features of a community; it prints and disseminates promotional literature; it serves as a housing bureau for delegates; it furnishes registration desk and information assistance, and fulfills a needed service which cannot be provided by any single establishment.

In Roanoke, the Convention Bureau is a division of the Roanoke Valley Chamber of Commerce. Operating on a limited budget with funds supplied by the Chamber, the city of Roanoke, and a few businesses, the agency has mainly supplied services to conventions and

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On the home front

Americans will laugh at anything. Inflation has put a strain on that saying, but the humor remains and perhaps it always will.

There is a certain bitterness now. Inflation has left few survivors. It has hit indiscriminately. The thought of depression is no longer a memory for the middle aged. It is a possibility for the "Pepsi generation".

Privately, some of Roanoke's money people talk about the unthinkable: depression. Their public utterances are despondent, but hopeful. They look for inflation to get worse before it gets better. They wrestle with the enigma of an inflationary recession.

The word "depression" is still used as cautiously as "impeachment" was two years ago. And while depression remains only a haunting possibility, inflation is neither a possibility nor a probability. It is an inescapable daily reality.

It hits especially hard here. Roanoke living costs are high, the average paycheck not proportionately so.

But if Roanoke, Virginia is in the throes of an inflationary recession, you couldn't tell by its buying habits.

"The average American won't deny himself anything he wants," says First Federal Savings & Loan President Walter Baird.

The average American is buying more than the average American can produce forcing demand / prices up. To buy the goods he produces, he seeks a higher wage and gets it. Add inflation, ad infinitum.

The incongruous symptoms of economic turmoil are evident across the Valley.

Credit spending is up, collections down. Corporations deposits are down, interest rates up. Bankruptcies are at an all-time high in Roanoke while over \$100 million in construction is underway or on the drawing boards downtown.

Bankruptcies are up precipitously

*They wrestle
with the enigma
of an inflationary
recession*

(32 per cent) this year according to Tom Peau, executive vice president, Roanoke Merchants Association. Collections are down.

"People have to buy groceries," says Peau. "People who have been good payers in the past are now defaulting."

"Judgments are up also, and more people are resorting to legal means to collect," he said. "There is more competition among collection firms."

"Debts are the first thing people let slide. Income seems to have little to do with it. People with large incomes seem to be having just as much trouble."

First National Exchange's BankAmericard center spokesman Jean Moran says collections are down, but not spending.

One private clinic has, for the first time in 30 years, had to resort to a collection agency to obtain payment.

"When money is tight," says Tom Robertson, Roanoke Memorial comptroller, "medical bills assume a low priority."

Consumer savings are down. Many who still have savings are putting their money into government bonds rather than local accounts. A recent offering of treasury bonds with an advertised nine per cent yield was heavily subscribed to locally. So heavily, in fact that the yield was dropped to 8.6 per

cent.

While home loan money is still available at 9 1/4 to 10 per cent, commercial money is gone. No action by Federal Reserve Board to lower rates is expected before the first of the year.

Consumer awareness and reaction is evident in soaring used car sales across the valley.

"Used car sales are up tremendously," says Bob Diffendorfer, sales manager at a local AMC dealership.

"And people are buying a car and keeping it three years instead of two," he says. "Everyone is trading in that little car they bought during the shortage."

Jim Luger, president of the Roanoke Valley Board of Realtors, says property is selling and money is available.

"It's much better to go ahead and buy now than wait and buy even if the interest rate goes down," he says.

"Regardless of rates, the price will go up because of supply and demand."

Luger says there is still 8 3/4 money available by many builders who had prior loan commitments and second mortgage money is available.

The dearth of income for needs, other than necessities, has encouraged some Roanokers to seek what "Consumer Reports" would call the "best buy". A significant number have turned to Buyers Union of America, a co-op buying concept where there is generally a four per cent markup on goods.

Branch manager Don Barnhart says business has been spectacular.

"The last two months (July and August) have been the biggest months we have ever had and they normally are the slowest months," said Barnhart. "We showed a 50 per cent increase each month over last year. Our increase is definitely because of inflation."

Two Families' Battle With Inflation

John and Trudy Wolf are in many respects typical of what inflation is doing to the average family in the Roanoke Valley.

Life has been good to the Wolfs. They have three children ages 19, 16 and seven, have a \$45,000 bi-level in fashionable North Lakes, two cars, a country club membership, and a sizable savings in company stock.

They moved here from Erie, Pa. last year, transferring from another General Electric plant. He is a draftsman at GE, earning between \$14-17,000 a year.

But it is becoming increasingly difficult for the Wolfs to save money. Their family savings (company stock) have depreciated because of a drop in the price of stock.

"We have to buy clothing for the kids," says Mrs. Wolf, "but we aren't buying any for ourselves."

The Wolf's food bill is running \$8-10 more a week than a year ago, their utility bills are one and one-half what they were last year, and the cost of clothes for their children is much higher.

"We don't go out to eat anymore," she says, "and we need to get a newer second car (the one they have now is 10 years old)."

"We're entertaining at home more than anything else. The only time we go out is to club functions."

John blames current economic problems on Richard Nixon, the wheat deals and salaries which he feels are low, relative to the cost of living in the Roanoke Valley.

The R. Montgomerys of NW County

have had to launch an austerity program to meet all their expenses. They live in a good neighborhood, and have paid off their \$40,000 home.

However with five children Mr. Montgomery's \$10,000 salary as a discount store salesman barely covers the bills. They haven't had a vacation in two years and can't afford one this year. His wife has back problems and is unable to supplement the family income.

"Our grocery bill was \$81 this week," said Mrs. Montgomery. "We don't buy a lot of meat." They grow a garden, she sews most of her daughters' clothes.

Mr. Montgomery says their medical bills have been frightening, \$2,000 last year when his son had an operation. His wife goes to a doctor once a month for back problems.

At 48, Mr. Montgomery is going back to school at night in hopes of becoming an electrician.

"If I can't get more education and a better job, I don't see how I can continue to support my family."

They have had to forego regular six month dental checkups. "One trip to the dentist for the whole family costs us \$100," Mrs. Montgomery said.

They have stopped driving except to work and back because of the gas prices, and are considering selling an older car which they bought for their daughter to go to beautician school.

While talking with the family at their home, that decision became academic. Their daughter was involved in an accident, slightly injuring herself. The car was a total loss.



APARTMENT LIVING

Are you getting your money's worth?

Apartment living, once a brief stop-over between matrimony and home-ownership, is becoming more and more a way of life for thousands of Roanokers.

Why? Because many couples and families who moved into apartments two or three years ago, hoping to save enough for a down payment on a home, have discovered that the price of a house has risen faster than they could save.

Currently, mortgage money isn't readily available even if one's willing to pay 9½ per cent interest rate, and can raise the required 20 per cent down payment.

So many of the estimated 65,000 apartment dwellers in the Roanoke Valley are re-evaluating the apartment they moved into two or three years ago.

"We'd planned to live in an apartment one year and then buy," said a Southwest housewife. "But when interest rates went up this summer, we decided to rent for at least one more

year and so we changed complexes to get more of what we wanted. When we moved to Roanoke last year, we picked the first or second place we looked. But when you know you might be there three or four years, you're more choosy."

It's the difference in the way a guy scrutinizes a \$7,000 car he plans to buy and a Hertz rent-a-car he's planning to rent for a week.

For thousands, apartment living is no longer an interim situation; therefore where you live, and what you get for your dollar is more important than ever.

To discover what one gets for his dollar, THE ROANOKEER studied four Southwest apartment communities, all less than three years old. They were Quail Valley in Hunting Hills, Pebble Creek on Ogden Road near Tanglewood Mall, Bent Tree, near Colonial Avenue and Sans Souci on Garst Mill Road behind Grant's Plaza.

To standardize comparisons, we

chose two bedroom units, and where options were available, selected two baths.

The first thing we learned was that attractive, colorful brochures while full of exciting words, were not much help. They gave us a minimum of the kind of information we were looking for. Facts about square feet of living space, security systems, storage space, damage and pet deposits or add ons, ballpark figures on utility costs, etc. were not included. Only one used actual photographs of the complex.

The four communities were as homogenous as any we saw in the area. Based on price, they represented the upper middle strata of the market in the Roanoke Valley. Prices for two bedroom units ranged from a low of \$190 at San Souci to \$220 at Quail Valley and Bent Tree.

Bent Tree's rent included all utilities; San Souci furnished heat, water, and gas for cooking; Pebble Creek provided water and heat; and Quail Valley furnished water.

	QUAIL VALLEY	PEBBLE CREEK	BENT TREE	SANS SOUCI
Square Feet of Living Space	1200	950	978	702
Rent	\$220/230	\$192	\$220/235	\$190
No. Units	106	168	148	228
Utilities	water	water, heat	all	heat, water, gas (cooking)
Est. Total Cost	\$250	\$207	\$220	\$202
Est. Cost per sq./ft.	\$2.08	\$2.17	\$2.35	\$2.87
Baths	2	1½	1½	2
Washer/Dryer	in apt.	in apt. bldg.	complex laundrymat	in apt. bldg.
Refrigerator Size	16.0	14.2	13.7	13.2
Refrigerator	yes	yes	yes	no
Frost Free	yes	yes	yes	no
Self Clean Oven	yes	yes	yes	no
Security	nightly patrol	nightly patrol	none	none
Counter/Cabinet Space	average	average	above average	below average
Eat in kitchen	yes	maybe	no	no
Closet Storage	average	above average	above average	average
Amenities	small pool, no kiddie pool, basketball, tennis planned	large pool, tennis planned, clubhouse sauna, game room, basketball	average pool, no kid pool, clubhouse sauna, game room, bike trails	average pool, kid pool, clubhouse, public tennis park nearby
clientele	professionals, middle-aged	young, single executives, professionals	professionals, families, couples, singles	mostly white collar workers, many single

ALL HAVE: 1—Dishwasher, Disposal
2—Wall to Wall Carpet
3—Resident Managers

4—Pools
5—Air Conditioning

If first impressions count, three of the four got high marks on architecture, landscaping, green areas, and overall environment. San Souci was found to be less appealing because of its architecture and lack of green areas.

While the prices were less than \$30 apart between the four, we found amazing differences in what your money was buying. For example, one offers a 16.0 cu. ft. frost free refrigerator, while another gives you 13.2 cu. ft. to defrost yourself. That's a minor point. A major one is the difference in square feet of

living space in the various apartments. There we found your money buying as much as 1,200 sq. ft. of living space, or as little as 702 sq. ft.

LIVING AREA

Of the four, Quail Valley was by far the largest with 1,200 sq. ft. Bent Tree (978 sq. ft.) and Pebble Creek (950 sq. ft.) were similar in size and floor plan and Sans Souci offered 702 sq. ft. in its two bedroom, two bath apartment.

KITCHEN: Only Quail Valley had a truly eat-in kitchen. It was almost twice

as large as any of the other kitchens. The Pebble Creek and Sans Souci kitchens were not quite large enough to eat in, but appeared to have allocated space for that very purpose. The result: wasted space. The Bent Tree kitchen was a small galley type design, yet it offered the most cabinet and counter space. The extra space saved here was used to make a separate and distinct dining area.

All had dishwashers and disposals but Sans Souci did not offer a frost-free

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QUAIL VALLEY



BENT TREE



PEBBLE CREEK



SANS SOUCI



cramer/ on cramer

While photography has always been considered an art by serious photographers and a few others, I think it has gained much wider acceptance as such in the last few years. And rightly so. For me it evolved out of a career as a commercial artist and painter. I suppose it is a natural direction, although it might just as well have been photography first and then to the drawing board. The two fit very nicely together.

I think I'm a better painter since I've worked behind the camera. I am much more conscious of lighting and color. The layouts, illustrations and drawings have helped with composition of the photos.

Some of the photos in this issue were planned carefully to achieve a desired effect. The color shot on the cover is an example.

Others, such as the cattle grazing along the ridge, just popped up and were spontaneous. In fact, I shot that one from the car window without even getting out.

Most fall somewhere between. I frequently load more equipment than I can comfortably carry and go out looking for a suitable subject without any idea of what it might be until I find it. It might be in the back yard or 5 miles from the nearest road. It's a lot of work but if I get a good shot or two it's all worthwhile.



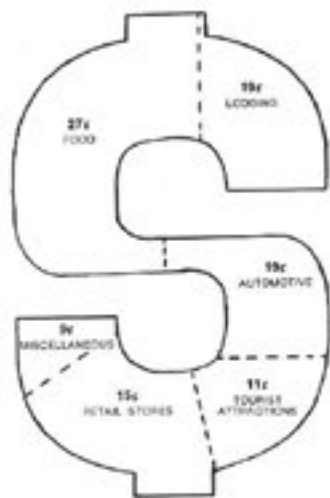
conducted a limited advertising program. Unlike its competitive cities with budgets ranging from \$50,000 to \$200,000, the Roanoke Bureau has not been able to put an agent on the road to develop business.

It seems incongruous that a community which generates travel and convention business amounting to more than \$50 million annually is spending only \$30,000 to support an agency designed to make that volume grow.

The entire economic community benefits from the travel business. Prime beneficiaries such as motels, restaurants and transportation services only touch the visitor's dollar very lightly. It is quickly passed on to the employees who spread it throughout the area. The suppliers of goods and services to motels and restaurants enjoy the next big chunk of that dollar. We can also pull into the secondary beneficiary ranks such firms as banks, insurers, fuel, utilities, realtors, and even local farmers. Retailers alone last year did well with sales amounting to about \$5 million of

the travel bonanza.

Of each travel dollar spent 36 cents goes for personal income, 33 cents for the cost of goods, three and a half cents for utilities, 4.3 for repairs, 1.3 cents for advertisement and printing, 3.1 cents for laundry and services and 15 cents for taxes.



Of total retail sales in Virginia, nearly nine per cent is generated by the traveler who buys anything from peanuts to pup tents.

Government is a prime beneficiary of the travel dollar. The state gets nine cents—mostly through gasoline sales and sales taxes. The federal government takes three cents, and each local government gets three cents. In 1973 Roanoke City received an estimated one million one hundred dollars via the traveler. Roanoke County's take was \$247,320 and the City of Salem received \$214,170. These tax profits are unencumbered by the costs of education, health, welfare, parks and playgrounds and numerous other government services required by permanent citizens.

The Copeland study points out that twenty-five million travel parties came to Virginia or passed through the state last year. The average size of these parties is two persons, and the average stay in Virginia is two days. The average expenditure per day is \$26.50 per party.

Roanoke Valley may well become the leading convention city in Virginia if the entire business community determines to provide the finances needed to develop that business.



Edited by Randy King

The team will again be called the Roanoke Valley Rebels, but that's about the only similarity between the 1974-75 edition of the Valley's hockey team and its predecessor, the 1973-74 Southern Hockey League champions.

With the exception of a few players owned by the team, the new Rebel players will be coming from the Houston and Winnipeg franchises of the World Hockey League.

Even the coach has changed. Rebel coach Greg Pilling departed for the bigtime, Philadelphia, and new coach Bill Needham has already been there and returned. He is former coach of the Cleveland Crusaders.

The Rebels exhibition season begins Oct. 13 at the Roanoke Civic Center against the Greensboro Generals and the regular season opener is the following Friday night, Oct. 18, against Greensboro.

Art

(All times p.m. unless otherwise indicated.)

Famous French Galleries: Located in the Tanglewood Mall (989-4931). Open Weekdays 10-9, Saturday 10-6. Part of a large commercial chain of 28 galleries in the U.S. Specializes in large stocks of European oils.

White House Galleries: Located one mile south of Roanoke on U.S. 220 (774-3529). Specializing in original oils by prominent area artists. Exclusive rights on works of Vance Miller, Will Haddon and Peter Ring. Barbara Rogers' paintings will be exhibited from Sept. 8-28 while Miller will begin a one-man show running from Sept. 29 through Nov. 2. Harold Little will present a woodcuts display Nov. 3-30.

Roanoke Fine Arts Center and Library Gallery: 301 23rd St. SW (342-8945) and

706 S. Jefferson St. (342-6082). Open daily except Monday from 8-4. Library shop open daily except Monday from 12-5. Features work from local, regional and national artists. Borrow and buy gallery; one-man shows, touring exhibits, and lectures.

Schedule of Exhibits:
Sept. 15-Oct. 15, the collection of Miles and Rutt Horton in the Library Gallery Tues.-Sat. 12-5.

Do you know of an event or activity which should be listed in The Roanoker? If so, let us know about it. Call (703) 981-0404.



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Oct. 22-25, David Riegel will lecture and exhibit on weaving and tapestry.

Oct. 20-Nov. 17, Janice Lemon will show oils in the north gallery.

Oct. 27-Nov. 27, juried Artist Exhibit in affiliation with the Virginia Museum in the Library Gallery.

Yeatts Gallery: 364 Walnut Ave. SW (344-6338). Open Daily 1-5 except Monday. Specializing in exclusive one-man shows by some 25 artists and 10 craftsmen. Also excellent oils by Jim Yeatts, gallery owner.

Schedule of Exhibits:
Sept. 8-Oct. 2, Joni Pienkowski will exhibit paintings and drawings.

Oct. 6-Nov. 2, Yeatts will present "Landscapes."

Nov. 10-Jan. 5, Children's Corner.

The Dorsey Gallery: 3324 Lee Highway (345-3200). Open Tuesday through Saturday from 10 to 5:30. A relatively new gallery to Roanoke showing original water colors and etchings by regional artists.

Schedule of Exhibits:
September—Harold Little with etchings.
October—George Solonivitch with oils.
November—Martann Harmann.
December—Jack Shaub, water colors.

Boyer Associates: U.S. 220 South; Restoration work done by appointment. Wholesale.

Peter Wreden Gallery: 301 23rd St. SW (345-0001). A one-man gallery featuring Mr. Wreden's "Sculpture to Wear," hand-made jewelry.

Olde England Framing: 306 S. Jefferson St. (343-1434) and Tanglewood Mall (989-3127). Carries original water colors, drawings, prints and oils by area artists. Also wildlife prints and reproductions.

Jean Moore Custom Frames: 701 Brandon Ave. SW (343-7078). A frame and gift shop carrying original oils by European artists. Some prints and reproductions.

Clubs

Camera Club of Roanoke: Mr. George Lemon, President, 1602 Gordon Ave., Salem, 389-4927.

Fiddle and Banjo Club: Rev. C. Lawrence Dodson, President, 5302 Grandin Rd. Ext., 774-0737.

Old Dominion Sports Club: Don H. Peters, President, 3428 South Park Circle, 774-7148.

Roanoke Appalachian Trail Club: Dr. William N. Gordge, President, 1201 Third St. SW, 344-9213.

Roanoke Kennel Club: James K. Ring, Jr., President, 1348 Prospect Road SE, 345-8746.

Ski Club of The Roanoke Valley: Calvin Layne, President, 2200 Stephenson Ave. SW, 345-1323.

Miscellaneous

Sept. 25-29: Holiday On Ice, Roanoke Civic Center Auditorium.

Oct. 2: Travel Log, 8:00, Roanoke Civic

Center Auditorium.

Oct. 3-6: Antiques From Around the World Show, 12:00 daily at the Salem-Roanoke Valley Civic Center.

Oct. 4-6: Color and Fashion Show, Roanoke Civic Center Coliseum and Exhibit Hall.

Oct. 22: Travel Log, 8:00, Roanoke Civic Center Auditorium.

Nov. 1-3: World of Wheels, 12:00, Salem-Roanoke Valley Civic Center.

Nov. 3-10: Bill Glass Crusade, Roanoke Civic Center Coliseum.

Nov. 6: College Night, 7:00, Salem-Roanoke Valley Civic Center.

Nov. 16: Dog Show, 10:00 a.m., Salem-Roanoke Valley Civic Center.

Nov. 22-24: Crafts Festival, Roanoke Civic Center Exhibit Hall.

Nov. 26: Travel Log, 8:00, Roanoke Civic Center Auditorium.

Dec. 4-8: Ice Capades, 8:00, Salem-Roanoke Valley Civic Center.

Music

At The Civic Centers

Sept. 27: Rock Show, 8:00, Salem-Roanoke Valley Civic Center.

Oct. 7: Roanoke Symphony Orchestra, Auditorium, Roanoke Civic Center.

Oct. 19: Festival of Music, 8:00, Salem-Roanoke Valley Civic Center.

Oct. 19: Thursday Morning Music Club presents the National Band of New Zealand, 8:00, Auditorium, Roanoke Civic Center.

Nov. 9: Thursday Morning Music Club presents "La Traviata," 8:30, Auditorium, Roanoke Civic Center.

Nov. 25: Roanoke Symphony Orchestra, Auditorium, Roanoke Civic Center.

At Roanoke College

Sept.: Jazz Service, Antrim Theatre, no admission.

Oct. 14: Myrna Sisslen Recital. Classical Guitarist and Violinist, 8:15, Antrim Theatre.

Oct. 28: Washington & Lee Brass and Percussion Ensemble, 8:15, Antrim Theatre.

Nov. 11: Dr. Donald Noe Recital, 8:15, Antrim Theatre.

Dec. 9-10: Roanoke College Choir Concert, 8:15, Antrim Theatre.

Nightlife

Foxes' Den: Holiday Inn Airport, Peters Creek Rd. and Int. 81 (366-8861). Live entertainment Tuesday through Sunday. Variety of music, Top 100. Dining food served with top selection of mixed drinks. \$1 cover charge per person. Lounge opens at 5:00 for drinks.

Coffee Pot: 2902 Brambleton Ave. SW (774-8256). Popular rock music by The Vikings (highly recommended). Live entertainment daily except Thursday and Sunday. \$1 per person cover charge on Monday and Wednesday. Ladies free on Tuesday. \$4 per couple on Friday, \$5 per

couple on Saturday. Bottled and draft beer served with selection of sandwiches and pizza.

King's Inn: 324 Salem Ave. SW (342-7088). Rock music live every night except Monday and Wednesday. Dance floor. Ladies admitted free on Tuesday, Thursday and Sunday. \$2 cover charge for men. Bottled or draft beer on tap, sandwiches and pizza. Open 8:00-2:00 a.m. Clientele: College crowd.

Wells Fargo Lounge: Ramada Inn, Plan-

tation Rd. and Int. 81 (366-0341). Live entertainment nightly. Light contemporary music. Mixed drinks, cocktails and beer. Bar open from 4-1. No cover charge.

The Torch Club: Holiday Inn Civic Center, Williamson Rd. and Orange Ave (342-8961). Selection of drinks to go with live music. Limited menu. Open 5-1:30 on week nights, 7-1:30 on weekends.

Windsor Room: Located in Hotel Roanoke at 19 Jefferson (343-6992). Open nightly from 5-2 a.m. Live entertainment

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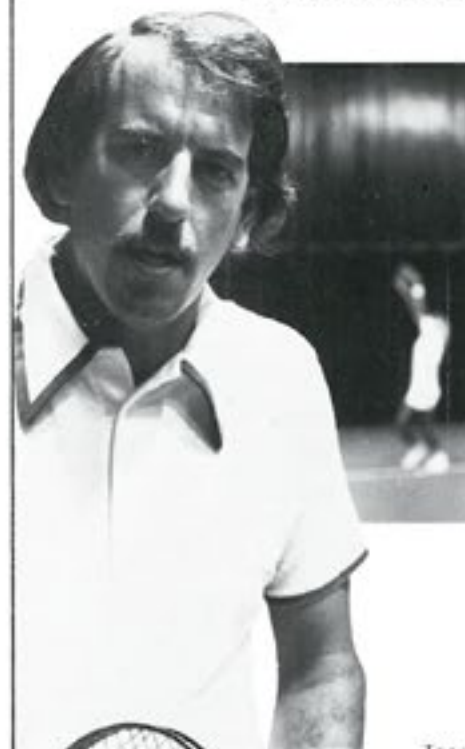
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Numbers

Alcoholism	
Alcoholics Anonymous	343-6857
Community Services	
Roanoke Valley Council of Community Services	343-8609
Roanoke Valley Chamber of Commerce	344-5188
Consumer Problems	
Better Business Bureau, Inc.	342-3455
Counseling	
Travelers Aid of Roanoke Valley	344-3253
Senior Citizens Advisory Council	345-9544
Drug Information-Counseling	
Drug Abuse Information	366-2287
Trust Trouble Center	563-0311
Emergency	
Ambulance and Rescue	345-3811
Fire	344-5133
Police	344-6681
State Police	389-5451
Rescue Services	344-5111
Legal Aid	
Lawyers Referral Service	362-2400
Poison	
Poison Control	981-7336
Public Schools	
Information	981-2556
Time	342-9011

Speakers

Oct. 7: Lecture Reading by Richard Hudson. "Wit, Fools and Villains." 8:00 in the Lab Theatre at Roanoke College.

Nov. 1-2: Modern Language Association of Virginia presents Gustavo Correa. 9:00 a.m. in the Massingill Auditorium at Roanoke College.

Nov. 6: Speaker Howard Baker, professor of Sociology at Northwestern University. 3:00 in the Massingill Auditorium at Roanoke College.

Nov. 18: Lecture by Arthur Custer. 8:15 in Antrim Theatre at Roanoke College.

Nov. 19: Speaker F. Clark Howell, professor of Anthropology at the University of California-Berkeley. 11:40 a.m. in the Massingill Auditorium at Roanoke College.

Dec. 10: Speaker Peter Demetz, professor of German and Comparative Literature at Yale University. 11:30 a.m. in the Massingill Auditorium at Roanoke College.

Sports

FOOTBALL: Virginia Tech
Sept. 28: Houston at Virginia Tech, 1:30, Lane Stadium, Blacksburg.

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Oct. 26: Richmond at Virginia Tech, 1:30, Lane Stadium, Blacksburg.

Nov. 23: West Virginia at Virginia Tech, 1:30, Lane Stadium, Blacksburg.

HOCKEY: The Roanoke Valley Rebels will be out to defend their Southern Hockey League title when they open the season in the Roanoke Civic Center on Friday, Oct. 18, against the Greensboro Generals.

No decision at press time on which games are to be played at Salem Civic Center. However, most are expected to be played at Roanoke Civic Center.

Oct. 13: Greensboro (Exhibition), 8:00, Roanoke Civic Center.

Oct. 16: Charlotte (Exhibition), 7:45, Roanoke Civic Center.

Oct. 18: Greensboro (Season Opener), 7:45.

Oct. 24: Winston-Salem, 7:45.

Oct. 26: Charlotte, 7:45.

Nov. 7: Fayetteville, 7:45.

Nov. 9: Winston-Salem, 7:45.

Nov. 14: Charlotte, 7:45.

Nov. 21: Greensboro, 7:45.

Nov. 23: Fayetteville, 7:45.

Nov. 28: Winston-Salem, 7:45.

Nov. 30: Charlotte, 7:45.

Dec. 7: Fayetteville, 7:45.

Dec. 13: Greensboro, 7:45.

Theatre

Barn Dinner Theatre: 6655 Airport Rd. (362-3333). Open Wednesday through Sunday at 6 for cocktails. Dinner served 7-8 with show beginning shortly thereafter. Ladies admitted half price on Wednesday with male escorts. \$8 per person on Thursday and Friday, \$9 per person on Saturday, and \$7 per person on Sunday. Prices include family style buffet. Here is a list of the upcoming productions.

September: "I Do I Do"

October: "No Pill For Peggy"

November: "Right Bed, Wrong Husband"

December: "The Drunkard"

Showtimers, Inc.: 1431 McVitty Road SW (774-2660). Open Thursday through Sunday. Showtime at 8:15 every night except Sunday which is 7:30. Roanoke's oldest volunteer theatre. "Patience," a musical by Gilbert and Sullivan, will show until the first of November when "Gideon" debuts.

Roanoke College: Salem, Va. (389-2351). Lab Theatre, public invited, no charge.

Nov. 4: "The Exercise" by Daedalus Productions. 8 p.m., Lab Theatre.

Nov. 21-23: "The Crucible," Lab Theatre at 8 p.m.

Dec. 6: "Guessworks," by Dingle Feast Theatre Production. 8 p.m., Lab Theatre.

Roanoke Civic Center: To offer Broadway productions once a month in the Auditorium.

Sept. 22: "Leaves of Grass," 8:30.

Oct. 10: "Pippin," 8:30.

Nov. 23: "Sunshine Boys," 8:30.

Color & Fashion

Always a highlight of autumn in the Roanoke Valley, the 17th annual Home and Garden Show will be held at the Roanoke Civic Center Oct. 4-6 with some 65 exhibitors expected.

Special events and exhibits include a display and film by Busch Gardens of Williamsburg, karate and tennis demonstrations, fashion show, flower show, and a concert by the 90th Army Band of

Virginia Army National Guard.

Admission is \$.50, \$.25 for children. Tickets may be obtained in advance from the Roanoke Council of Garden Clubs Center on Avenham Avenue or at the civic center.

The shows opens at 2 p.m. Friday and through 6 p.m. Sunday. It is sponsored by the Roanoke Council of Garden Clubs.

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ART

What to buy where to buy it

By Richard Bryant



"What do they want?" was Freud's question about the mind of woman. Roanoke artists and gallery owners have found this to be an increasingly valid question. Indeed, what does the local art-buying public want and, equally important, what are we getting?

As an artist myself it is a quite perplexing and often frustrating question. It seems that the most original or radical work is the least appreciated in this area. Basically, the purchase of art depends on the buyer's education level in the field of art.

Does the average local art buyer want a work of art or a wall decoration? If he is a knowledgeable patron, he buys for its originality, technique, possible investment, as well as gut reaction.

On the other hand, the majority of the art buying public locally purchases art for its subject matter, or colors which happen to match the wall paper or print in a certain room.

From a recent survey of several local galleries, oil paintings done in a realistic or impressionistic manner of a landscape or figure are the best sellers. Roanokers don't discriminate; they buy everything from superb originals by local artists to assembly line trash by who knows?

As Roanoke Fine Arts Center director Walter Hathaway said, "Most people still feel that for it to be good art it must be oil on canvas."

Hathaway said a person's interest in art goes through a fairly definitive process. He begins by hanging pages from magazines or calendars; moves to posters; then to framed reproductions; next to his first original purchase—usually from some local artist or friend—and finally to an original big purchase.

Most original purchases, says Hathaway, are from local area artists for two reasons:

One is their accessibility. Artists are known by the buyer and the artist's work can usually be found at local galleries or exhibits.

Secondly, the subject matter of local art is often more appealing to local buyers because it generally consists of subject matter with which they can identify. The Blue Ridge Mountains, Mabrys Mill and Virginia farm scenes are popular for obvious reasons.

Tom Davis of White House Galleries has witnessed this art enlightenment locally.

"When I opened up 13 years ago," Davis said, "a lot of customers couldn't tell the difference between a print and an oil."

"Today they don't buy the first thing they see; they shop around."

To successfully invest in the area art market, one must be careful. Buying art strictly as an investment takes much more than a layman's knowledge. Very few area artists' work could be considered sound investments. The original water colors and oils of the now deceased Walter Biggs are sound, but expensive if available. The oils of Vance Miller show strong signs of investment potential. Very few other local artists at this time could qualify as an investment risk.

If buying for investment, I would suggest the works of a well established local artist with whom you are familiar or one whom a reputable gallery dealer recommends. Be wary of European artists unless you have a good art background or personal knowledge about the artist and have access to a biographical report concerning his gallery

and museum affiliations and credentials.

Regardless of investment value, there are many excellent artists in the Roanoke area with price ranges most can afford.

As a general rule, prices can range anywhere from \$5-up, depending on the type of art desired. From \$5 to \$20, a person can expect to find some reproductions and perhaps an original print. From \$20 to \$60 one can find original prints, some sketches, water colors and perhaps a small oil. From \$60 up, a buyer can buy original oils, water colors or fine quality drawings.

I have mentioned several times the terms "reproduction" and "print". These are confusing and often misleading terms. Basically, the difference is that an original print is the image on paper, or similar material, made by one or more processes. The processes are woodcut, wood engraving, colograph, etching, engraving, drypoint, aquatint, lithograph or serigraph. Each print is pulled directly from the artist created surface and is printed in an edition, then signed and numbered by the artist.

The prints are, as Herman J. Wechster says, "a multiple original." A good local example of an original print would be the excellent woodcuts of Harold Little.

On the other hand, and not to be compared with the above mentioned processes, is the reproduction. Those are photo-mechanical reproductions, replicas, or duplicates of a sketch, wash drawing, or painting. They are reproduced with a camera in very much the same way a color photo is reproduced onto the pages of a magazine or book.

Reproductions vary in price, according to the quality of reproduction and

type paper used, but will rarely increase in value over what you paid for them.

"Good reproductions fill a real need for decoration, for illustration and instruction in art history. But they are not to be confused with original prints," said Wechster in his book "Prints and Printmaking".

A good example of a quality reproduction would be any of George Solonivitch's popular wild life series such as the "Tiger" or the reproductions of some of Allen Ingles Palmer's water color landscapes. If you as a buyer are still in doubt, ask a gallery dealer before you buy.

Per capita, Roanoke has more art galleries than any city in the state. Listed below are the major galleries and what they specialize in:

WHITE HOUSE GALLERIES: Roanoke's oldest, specializing in original oils by prominent area artists with exclusive rights on the works of Vance Miller, Will Haddon and Peter Ring.

OLD ENGLAND FRAMING CO.: Strong in wildlife prints and reproductions by

such artists as George Solonivitch. Focus shifting to original water colors, drawings and oils by area artists.

YEATTS GALLERY: Roanoke's truest fine art gallery, in that it is only a gallery and offers no framing service as do the others. Specialty is one-man shows by area artists and craftsmen.

THE DORSEY GALLERY: Water colors and etchings, exclusive rights on Ed Bordett.

FAMOUS FRENCH GALLERIES: Part of 28-store U.S. chain. Deals in mass quantities of European oils and has some artists under contract to produce art exclusively for its galleries.

BORROW & BUY GALLERY: (Roanoke Fine Arts Center): Displays work of many local artists. You can rent or buy here.

(An excellent place to buy is local or regional art exhibits. Often bargains can be found in these exhibits since the artist deals directly with his buyer, thus dispensing with the standard one-third gallery percentage.)



Fincastle artist Harold Little shows steps in making an original print from woodcut. First, the desired subject is carved into a block of wood using gouges or other wood-working tools. Next the carved block is inked with a roller. Following the inking the paper is placed on the block and rubbed with a barron or spoon. Finally the paper is peeled off with the inked image on it.



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No, right out of the University of Virginia Law School (two years ago). Fanatical horse and dog lover. Married to the ex-politician and aspires to be a criminal lawyer (also harbors some local political aspirations, as yet stifled).

Diana Perkinson (Mrs. former city councilman Frank Perkinson), is currently the only practicing woman lawyer in Roanoke, teamed with her husband in practice.

Diana Perkinson lawyer



"It's really quite a unique situation," Diana said. "I know of only two other husband-wife combinations in the state."

It was probably established a long time before Diana ever got any leanings toward the legal profession, that she was destined to be a lawyer.

She comes from a highly-active political family, from Giles County; chartered the Young Democrats organization at Randolph-Macon women's college in her pre-law days; and worked with now-State Attorney General Andrew Miller in the 1968 political campaigns.

It was Miller who initially got her interested in law.

"I guess you could say I'm a fighter," she said. "No, make that a red-headed fighter."

Of course, lawyers are governed by a very strict code of conduct, but there are very few crusaders. Since it is impossible to eat or pay bills with causes or campaigns of righteousness, a lawyer has to get out and hustle the business.

"You know," Frank said, "we have all kinds of people who come in the office, perfectly willing to pay good money for her legal talents."

"But, where do I find her? She's up in the jail talking to some indigent, accused criminal, trying to help him. That's all well and good, but it doesn't do a thing for the bank."

An activist, Diana feels she has the personality and drive to be a good criminal lawyer.

"I'm very sympathetic. I find it easy to relate to a client. In fact, I have a tendency to be very sympathetic to the underdog."

"Look at it this way," she said. "When a person is accused of any crime and goes into the court system, it's one person and one lawyer to combat the forces of the entire legal system: prosecuting attorney and his staff, the police system and their wide-reaching facilities all the way up the line."

"The accused deserves my all. I believe he is a certain individual in a certain set of circumstances — guilty or

not — and I believe that he should be judged according to those circumstances."

Diana is also strongly anti-death penalty, feeling that the far greater punishment is a true life sentence. "Let me tell you," she said, "it isn't any picnic being in prison in this state."

In addition, Diana is a critic of the political situation on a national level.

"As a lawyer, who defends the legal system, I cannot get the trust of a client who sees so many lawyers and high politicians escaping prosecution through the same legal system that may send him to prison. It's a hard thing to fight."

And Diana claims she enjoys a good hard fight.

"When a person is accused of any crime and goes into the court system, it's one person and one lawyer to combat the forces of the entire legal system . . ."

"You have to feel an antagonism toward the prosecutor," she said. "Of course, it's a healthy antagonism, but it's there."

Probably the best illustration of Diana's drive, was an episode as a summer intern for a local newspaper. She was assigned to write a story about sky diving.

"I just felt the best way to cover the event was to do it myself," she said. "So, I jumped three times and loved it. I'd do it again."

There was no end of consternation to the executives of the newspaper, though. "I must have signed a hundred different documents," Diana said, "absolving the paper of responsibility in case I met my just reward in the stunt."

Bill Bowling architect

At age 31, Bill Bowling is leaving his mark on Roanoke, Virginia.

The city's landscape serves as his canvas and cement, steel, and glass, his oil.

Bill Bowling is an architect and is instrumental in Roanoke's current face-lift.

He is the youngest architect ever to hold the title of associate partner with Hayes Seay Mattern & Mattern, a multi-million dollar architectural firm with offices in four states. He has moved up rapidly, joining the firm as a draftsman in 1966, straight out of UVa. Today he heads the architecture department and is responsible for the architectural design for HSMM.

"Bill is extremely well-educated," says Fletcher Rush, senior partner in charge of architecture. "He has outstanding talent... he's one in a thousand."

How did he move up so fast?
"Basically, I guess I assumed the responsibility every opportunity I got, and once given to me, I tried to do a good job with it."

"Architecture is the kind of business a young man can move up fast in," says Bowling.

"It's a matter of talent and imagination rather than technical know how or years of experience. And your work will speak for itself. Talent is rewarded, but you've got to have incredible drive, too."

Bowling recalls times when he worked for three days straight without sleep, leaving the office only to eat.

"You get so involved in your work, in the design concept, that you just can't leave. It's the kind of thing you just can't come back to in the morning and pick up where you left off."

"Architecture is a rewarding profes-

sion monetarily, but probably not as lucrative as some people think. You earn your money."

Aspirations?
"It's not how far up the ladder you go, it's something you can look back on with pride... I guess recognition is the main thing."

Bowling sees Roanoke in a state of flux.

"When I came here Roanoke was an ugly town architecturally. It was a typical railroad town that grew up all at once. Up until now the city has been behind other urban areas of the East in development. But this is going to be overcome by the construction currently underway downtown."



"In a couple of years, the skyline of Roanoke will look like a mini-Atlanta."

Bowling is keenly interested in the development of downtown Roanoke. In fact, back in 1966, his thesis in architecture school was a proposed major office complex for the C&O and N&W railroads spanning the tracks at the end of Jefferson. That same concept is being put forward in 1974 by Downtown Roanoke. Instead of offices it would be a grandiose walkway with specialty shops on each side, a mini-mall over the tracks.

"What you need is to develop activity in downtown," says Bowling. "The tracks have cut off expansion of downtown to the north and the tunnel is a mugging trap, a halfway measure that never worked."

"With Amtrak service to begin here next year N&W's going to need a new depot which could be part of the mall. I think this project is very viable."

Bowling is also excited about the Downtown East concept.

In addition to his award-winning design of the Colonial-American drive in bank building on Jefferson, Bowling's architectural influence is evident in

"It's not how far up the ladder you go, it is something you can look back on with pride . . ."

Hayes Seay Mattern and Mattern's own building on Franklin Road and the new Federal Building, now under construction.

"We felt it was especially important to come up with a good design on the Federal Building," says Bowling, "to promote the new image downtown."

About the design, Bowling says, "We tried to make a simple statement: Two massive elements housing a fragile glass box."

Functionally, the two concrete abutments are service cores housing the elevators, stairs, toilet facilities, electrical conduits, etc.

"We moved everything that intruded into the usable space out, into these cores."

Of the two major buildings under construction, Bowling is impressed with the clean simple lines of the United Virginia Bank building.

"They're both assets to Roanoke."
Bowling just completed a \$50,000-\$60,000 contemporary home in the Fort Mason area, where he lives with his wife Betty and three children.

Bowling and four co-workers at HSMM purchased a 24-acre tract on Mason's Knob and have subdivided it into 14 lots of one and one-half to two acres. The other lots were sold for \$5,000 each and four homes have already been completed. The 14th lot has been reserved for a community pool, tennis courts and a clubhouse, "where the guys can watch NFL football."

"Surprisingly, our contemporary homes cost less than many very ordinary homes you find in subdivisions," Bowling said.

When he finds time, Bowling does some oil and water colors in his new studio at home. An avid outdoorsman, he plans to write a book about deer hunting, "from the deer's point of view."

SPORTS

Jimmy Sharpe: Picking up the pieces

By Greg Yost

Centuries from now, archeologists from some advanced civilization will be rooting around the fillings from an excavation and find a pair of plastic shoulder pads, a helmet or maybe a reasonably well-preserved football.

The laboratory people will decide these objects were obviously body trappings for some primitive pagan ritual.

They will never know how close to the truth that hypothesis strikes.

Football is the backbone of masculinity in this country. It signifies all that is virile and manly.

The men who engineer the fortunes in the world of college football are the ones who would baffle the archeologists.

Every year, at least a half dozen college coaches will be exorcised from the Terre Haute, Indianas, Manhattan, Kansases, and Blacksburg, Virginia.

And there will be droves of wide-shouldered, stary-eyed visionaries standing in line to put their heads on the same guillotine that beheaded their predecessors.

Virginia Tech's new Jimmy Sharpe has to be put in that same category, however he can hardly be classed a wide-eyed visionary. Sharpe put in 14 years in one of the most successful football programs in the U.S., the University of Alabama.

He played and coached under the master, Bear Bryant.

Jimmy Sharpe, whose Alabama team did everything but fricassee the VPI Gobbler last year 77-6, has the audacity to feel he can make a winner out of the dregs of Charlie Coffey's football

dream.

Sharpe can sit at his desk, look at you with his fierce blue eyes and spout cliches all day.

He'll say: "I know what it takes to win"; "winning isn't a physical thing, it's a way of life"; and "show me a coach who isn't concerned about his players and I'll show you a loser."

Jimmy Sharpe, if moved to the Alabama head coaching position, would probably tell people, "I think I can make a winner out of this program!"

And, he'll be sincere.

"Jimmy, doesn't it scare you to know that you're responsible for turning out a winner from a team that went 2-9 last season?" the writer asked.

"No."

"Doesn't it scare you that you're not scared?"

"When I went to Alabama," Sharpe said, "it had won one game in three years. I played for the worst and the best at Alabama. I coached the best."

"The first day of fall practice here I got 75 boys from different backgrounds, of different races with different philosophies. We joined hands in something just as great as life."

"There's no need of that scaring me, knowing the kind of season they had last year. There's no need of being scared of the fact that I have only eight seniors. I'll just do with what I've got."

Give Sharpe back that visionary title. He has to rebuild a program that:

1. Was touted to be outgrowing Virginia football then proceeded to lose to two of three state teams it played.



2. Had been alienated from its alumni by a massive oversell and under production.

3. Fielded a defense that couldn't flag down a seven-year-old schoolboy with a sack full of jelly beans.

"That's all beside the point," Sharpe said. "When I came here to visit, I looked for three things: facilities (academic and athletic), a healthy financial situation and players."

"I don't say I saw the third here, but if you've got two of the three and you know what it takes to build a winning attitude, you're on the way."

"Look at it this way," he said. "This year—and I'm not trying to be funny—if we win three games we're better than before!"

"It was a big mistake for my predecessor to downgrade the state competition. I want to win the state."

"We have to play the people within the state. Of course, we play some good outsiders, but we can't gear our thinking toward knocking off Kentucky, SMU or Florida State. We have to prepare to play the state teams and we'll get some of the others along the way."

Sharpe is reluctant to discuss the previous heirarchy at VPI. However, had it not been for Charlie Coffey & Co., Sharpe would not be here. He would be an assistant at Alabama.

What does Sharpe have that gives him this unfailing confidence? Coffey came from winning programs at Tennessee and Arkansas.

The Alumni dumped heaping mounds of money at his feet—and Coffey

was never one to let alumni money lie around and mildew.

Coffey went out and recruited. In fact, Coffey and his army dragged in so many players, they didn't even know how many they signed.

And one has to assume Coffey tried to instill a winning attitude in his players.

"Well," Sharpe said, "I think Charlie may have been the victim of some things people did around him that he didn't know about." (—a la ex-President Richard M. Nixon.)

Sharpe pointed out the differences between himself and Coffey:

"As soon as I got here everybody was hounding me to speak to their groups. They wanted to hear how I was going to come in here and conquer the world."

"I wasn't being uppity, but I didn't go. It just wasn't the thing to do."

Nor is a newspaper, radio and billboard campaign.

"Lip service doesn't accomplish a thing. We've got only one progress report, each and every one of us, and that will come out there (gesturing at Lane Stadium). I believe and follow that philosophy very strongly."

What went through Sharpe's mind before and after the Alabama-Tech game?

"Frankly, I was worried about Virginia Tech," he said.

"As a coach you don't worry about getting the players up to play Tennessee or LSU or Notre Dame. You worry about getting them ready to play Southern Mississippi and Virginia Tech. That's where the real coaching comes in."

Afterward?

"Being fair to Tech's players, we don't know what their attitudes were. That may have been the lowest point in all of their lives."

"I really think that the beginning of the end was Kentucky, for Virginia Tech."

Kentucky was Tech's second loss in a row, and Coffey publicly blasted his team. It was the biggest sports story in the state all year. It alienated the players and also turned most of the die-hard fans against the team and Coffey.

As that archeologist pokes around, he may find some of the remnants of the Coffey regime. Maybe he'll find some burnt orange houndstooth carpet, some "Explosion 72" posters—a "Teamwork Orange" billboard.

Let's hope (to preserve the dignity of our civilization) he doesn't find the gobbling scoreboard.

Let's also hope that he doesn't, a few inches higher in the silt, find the withering hide of Jimmy Sharpe nailed to the crumbling walls of the VPI field house.

Big 5

They say it's true, the story about Duffy Daugherty, former head coach of Michigan State and Ara Parseghian of Notre Dame—Parseghian called Daugherty and informed him he was tired of seeing Michigan State recruiting in Notre Dame territory.

"But we don't recruit in Indiana," was Daugherty's reply.

"I'm talking about Texas," Parseghian said indignantly.

Well, the ACC and SEC are probably beginning to think the same thing about the Virginia colleges.

It used to be that (next to ex-head coaches) Virginia's chief export was high school football players. Now, the state schools are getting more and more of the schoolboy talent in the state.

All the coaches agree that's the only way Big-5 football is going to be competitive on a national basis—getting the good state football players.

But, because they've got a bunch of them this year, don't look for anything impressive in state football this season.

There's a distinct possibility that the University of Richmond could have the best record in Virginia at the .500 mark. Look for the Spiders (one of three schools with new head coaches) to go 5-5 and win the Big-5.

Under Jim Tait, even with the 5-5 overall record, UR could possibly win the Southern Conference. Although the Spiders made a couple of forays into the top 20 nationally last year, they don't have Barty Smith, a bulldozer with legs.

Richmond's biggest problems will come from Virginia Tech if the Hokies can weather three possible straight opening losses.

The Gobblers opened with Kentucky

Continued Page 33

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APARTMENT LIVING

from page 13

refrigerator or self-cleaning oven.

DINING ROOM/AREA: Bent Tree has the only dining "room" per se. The others intrude in varying degrees on the living room. Quail Valley, though it does not have partitions separating the dining area, provides adequate dining space—more than Bent Tree's dining room, in fact.

BEDROOMS: Bent Tree, surprisingly, had the largest master bedroom. But the designers had to get the space from somewhere. It came from the second bedroom. While Bent Tree's master bedroom is the largest of the lot, its second bedroom is the smallest at 108 sq. ft. Total bedroom space, we felt, was a more meaningful figure. Quail Valley had 324 sq. ft., Bent Tree 303, Pebble Creek 290, and Sans Souci, 266.

All provided spacious closets in the master bedroom. Pebble Creek, Bent Tree and Sans Souci had walk-ins and Quail Valley had two banks of his and her closets.

BATHS: Sans Souci and Quail Valley offered two full baths; Pebble Creek and Bent Tree, one and one-half. Unfortunately, neither of the Sans Souci baths could be reached directly from the master bedroom. Quail Valley's baths offered supplemental space heaters and a built-in sun lamp. Pebble Creek had a built-in hamper. Otherwise they were what you expect in apartment baths, small and functional. It was one of the ironies that Sans Souci, with the smallest total space, had the largest baths of the four.

LIVING ROOM: The space Bent Tree saved in the kitchen and the space sacrificed in the second bedroom is used to give it the largest living area of the four, 294 sq. ft. Sans Souci is the second largest with 220; Pebble Creek has 207 and Quail Valley allocated only 192 sq. ft. for its living rooms. However, Quail Valley is the only apartment with an entrance foyer.

OUTSIDE THE APARTMENT:

Many times the outside of the apartment has as much effect on your decision as the inside features. Below, we have pinpointed some of these outside factors and compare their merits at

each apartment community.

APARTMENT AMENITIES: The undisputed leader in residential recreational activities is Bent Tree. It offers tennis and basketball courts, jogging trails, a clubhouse with game room, exercise rooms and sauna. However, its pool appears too small for the number of residents. Pebble Creek and Bent Tree require a \$50 deposit for residents to use the clubhouse for private parties. Sans Souci also requires a \$50 damage deposit and charges \$15 for its use. Of the three clubhouses, Pebble Creek's is the largest.

Pebble Creek's junior Olympic size pool is the best. PC plans to build basketball and tennis courts.

Sans Souci has a small clubhouse and a relatively large pool. Tennis courts are nearby in a public park.

Quail Valley has a considerably smaller pool, in keeping with the size of the apartment community, and has no clubhouse or tennis courts (they are planned).

Two complexes, Quail Valley and Pebble Creek have nightly security patrols and all have good lighting outside.

Architecturally, Pebble Creek's board and batten cedar construction blends nicely into its meadow setting. It is modern and affluent.

Quail Valley verges on being stark despite its setting in the lush lower reaches of Hunting Hills. Part of this cold feeling can be attributed to the architecture, which shows traces of Oriental influence.

Bent Tree has segregated its two and three bedroom apartments resulting in de facto segregation of families and singles.

All are near good schools.

CLIENTELE: The people who live in the four complexes are as different as the structures. Pebble Creek, while it has some families, has attracted the affluent young professional singles. Quail Valley caters to an older well-to-do clientele, many of whose children are grown and who have sold their homes. It also has a smattering of businessmen and professionals. Bent Tree is almost an equal mix of families, couples and singles and Sans Souci has mostly white collar singles and couples who work at GE, Allstate and C&P Telephone.

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living high

By John White

Sensuous is not a word most people associate with dining, but this is not a piece about Williamson Road nightlife.

Roanoke has some of the most sensuous eating spots in this part of the state. It did not take Roanokers long to recognize that nourishment alone can make for a dull meal. A little flare, some showmanship if you will, can turn a Thursday night out into an affair to remember.

Recently on a trip to Richmond, I let it be known to my good friends there I thought Roanoke had some of the best dining establishments in the state. This led to a nightmare in which I was dragged from one restaurant to another, from Roaring Twenty's to an English country inn, all in effort to show me how far Richmond has come in the world of gourmet dining.

To be truthful, the whole time I was thinking how good it would be spending the evening in comfortable 18th century South surroundings of The Hotel Roanoke or in a shadowy intimate corner of Le Gourmet.

When you speak of the epicurean experience, you have to think of The Regency Room. In an economy that breeds hamburger stands and frozen dinners, Norfolk & Western deserves a big hand for retaining this experience.

An evening at The Regency Room, and I do mean an evening, begins with a maitre de, who with a flourish seats you as if you were a Rockefeller or Vanderbilt. From here on out the rule is service. Steak Diane Flambe seasoned

and cooked and served at your table. Not only is Heinz Schilegel's creation as tender and moist as any Steak Diane you have ever had, but the show is great. I once heard a waitress comment that the hardest thing to learn was holding two forks in one hand and serving with them. This is one Steak Diane that will spoil you forever. The mushrooms and challois sizzling in the framing brandy, poured over a six-ounce piece of fillet and served on dogwood pattern china is a real treat.

In case you are in a foul mood, don't pass up the Roast Duckling Bigarade. The tender Long Island duckling, glazed with a sweet orange sauce will literally melt on your pallet.

It is good not to forget that Hotel Roanoke has the most extensive wine cellar in the area. I dare say just about anything you would want can be ob-

tained. From a Gamay Beaujolais of Paul Masson (\$4.50) to a Chateau Lafite-Rothschild Pauillac (1966), (\$100). For a suggestion try the Cabernet Sauvignon or Hearty Burgundy with your Steak Diane as they complement each other nicely.

As the evening draws to a close, you have enjoyed bread, delicious salad prepared at your table, a fine wine, and now the coup de gras. If they serve dessert in heaven, The Regency Room must supply them with their Black Forest Cake. The rich chocolate and creamy icing are a flavor experience to be repeated, over and over. If you are a liquor fan, try TIA Maria with your cake. You'll talk about it for weeks.

Speaking of pastry and dessert, Pete Karageorge and Chef de Cuisine Eugene Fesquet at Le Gourmet really put on a Las Vegas review of desserts.

A winner of many awards for his expertise in the art of pastry making, or should I say creating, Pete believes in the saying that a dining experience doesn't end with the main course. After a delicious Steak Au Proivre Flambe, a prime strip prepared at your table in a succulent wine cream sauce, one of Pete's pastries and a cup of coppuccino laced with Kahlua of B&B will spoil you beyond recovery.

Of the many fine dishes on Le Gourmet's menu don't overlook the Supreme Aux Cerises, a tender breast of pheasant, sauted golden brown and smothered in a cherry wine sauce. The beauty of the dish alone is reason enough to



POULET AU CHAMPAGNE

(Recommended for six;
Preparation time: 1½ hours)

2 BROILERS (2½ LBS. AVERAGE)
SALT (TO TASTE)
PEPPER (TO TASTE)
6 OZ. BUTTER
6 OZ. OIL
3 OZ. COGNAC
½ BOTTLE CHAMPAGNE BRUT (DRY IMPORTED OR DOMESTIC)
1 PT. WHIPPING CREAM
½ PT. CHICKEN BROTH (RICH AND CAN BE REINFORCED WITH BASE OR BOUILLON CUBE)
RICE FOR 6

Quarter chickens, season with salt. Dip lightly in flour. Saute in oil and butter until very light brown under medium heat. Remove fat. Pour cognac over chicken, then flambe. Remove chicken from pan and place on heated platter. Add champagne, cream and chicken broth and bring to boil for about 10 minutes. Reduce stock by ½. Put chicken back in pan 12-15 minutes until tender. Add seasoning to taste. Serve on platter in bed of rice pilaf. Pour wine sauce over chicken.

try it, but, oh that sauce.

As you might guess there is a Beef Wellington that is one of the best I have had. The mushroom stuffing wrapped around a fillet mignon in a puff pastry is testimony to the pride Le Gourmet takes in its preparation and presentation.

You will find the catacombs atmosphere at Le Gourmet pleasant and inviting. Again don't forget to take in the experience. Flavor is not only in the dish.

The prices at both establishments are very reasonable and both serve lunch. Le Gourmet dinners start at \$4.50. The Regency Room, \$6.75.

It is not easy to tell you which is best. That decision I will leave up to you. Remember not to forget your wine list wherever you go. It can make a meal an enchanting experience.

Next issue THE ROANOKEER will interview an oriental chef on his methods of cooking.

The recipe for the month is one you can prepare easily. A restaurant doesn't have to be the only place exotic dishes are found, how about your kitchen. Good eating!

Riviera

to Roanoke

The stereotypical French chef. The temperamental tyrant of the restaurant kitchens the world over. The geniuses who can make you a million dollars or walk out on a whim.

Roanoke's only French chef, and an excellent one, is Eugene Fasquet of Le Gourmet. He fits the mold.

His credits are unimpeachable: culinary school of Thonon Les Bains, and Grenoble; chef at Les Campanions de Guehn, a fashionable coachhouse on the route to the Riviera; Le Reserve Rambaud; chef for the chief of staff, French Army; Royal Hotel London; and Voison and Four Seasons restaurants in New York City.

He was lured to Roanoke in 1971 by Pete Karageorge of Le Gourmet and the unhurried life style of the South.

"There is more money here," says Fasquet, recalling his motives for moving to the U.S. "There is also more

freedom of ideas. Americans are open to suggestions. The Frenchmen's minds are closed."

"You can get ahead faster in the U.S." He certainly seems to be proving that.

Fasquet commands a good salary for his talents. He lives on a 90-acre farm in Botetourt County with his wife and family.

The Roanoker asked Fasquet for the recipe of a favorite dish that anyone might duplicate. The result, Poulet Au Champagne, a typically French dish which is a favorite at the Fasquet household. "Serve with champagne, rice and a Spinach casserole or broccoli." The recipe is for six so invite friends for "your" gourmet dinner.



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Open school

The idea of starting a school — from scratch — is somewhat imposing. The first requirement is credentials: the BS, MA, PhD, etc. Then comes the finances in a time when an automobile loan is difficult to get. A physical plant is needed, and, again more money.

Finally, a reputation as a good educator is an absolute necessity.

Peggy Dearing, who runs Woodlawn School, a private primary school in Salem, had one of the four requirements when she started eight years ago, though even it was deficient.

She began her school as a day care center in a dilapidated old house on Melrose Ave. That old house and an idea were the only things between her and the routine of a housewife.

The house looks better now, and a six-grade primary school has evolved from the original day care facility. And the idea that every child is teachable, that every child will progress according to his ability has grown from seed to flower.

"I am convinced a child can get a better education here than he can in the public school system," said Peggy Dearing, steel flashing in her normally soft eyes. "I have nothing against the teachers in public schools. In fact, I feel sorry for the younger ones who have good ideas. Public school teachers simply do not have the freedom to teach. The blame goes to the system, not the teachers. The teachers are the victims.

"The teacher has 30 kids and a structured program. She has to teach in a sequential order, regardless of whether all the kids are learning the material. She must go on to page four before the child has learned page three."

The alternative Mrs. Dearing offers is loosely called a "structured open classroom". The open school concept is not new. The British have used it effectively for years. Salem has another open classroom school, the Community School.

"People are turned off by the term 'open school' because many of the open schools have been overly permissive," said Mrs. Dearing. "At Woodlawn, we do not condone misbehavior. We feel children must learn to be considerate. Getting along with other people is a fact of life: you have to do it if you are to coexist.

"We allow the kids a lot of freedom. There are periods each day when they can read, paint, listen to tapes, feed the animals or work on a science project."

In the open school, there are no grades, children are allowed to learn at their own pace and there is not necessarily a hard and fast schedule of the day's events. Children are not restricted by age in the school. Woodlawn has kids 4½ years old, who are reading on a first-year level.

Discussion is an important part of curriculum. "We had a five-page lesson on history the other day that took an hour and a half to complete," said Mrs.

Dearing, "because the kids wanted to talk about the dress, the manners, the modes of transportation, anything relating to the time we were studying. We felt they learned more than dry facts.

"We like our children to be verbal; we want them to communicate. That is discouraged in public schools. There children are told not to talk to each other. We encourage them to interact.

"We realize teachers in public schools have a lot of paper work to do in addition to their teaching work, but so do we. You simply cannot let the paper work get in the way of teaching the kids."

Peggy Dearing is full of strong statements on the educational system. Somehow, she does not fit the physical requirements of a rebel. She is a short, motherly looking (she has seven children), middle-aged woman with an easy smile, a giggle which belies her 50 years, and the faintest hint of a twinkle in her blue-gray eyes.



But she is a rebel.

"Everybody is asking why children can't read. A few years ago the educators were saying 'lay off, let the teachers teach.' Now they are saying parents haven't taken an active part in helping the child. No wonder there is confusion."

"Remedial, remedial, remedial. That's all you hear. I have nothing against remedial reading as such, but there are better ways to teach a kid to read. We should use that same time and money to teach the kids to read the first time."

"Teachers are rebelling against the new math. They don't think it is worthwhile. Math is so abstract, anyway, that it is difficult to teach to a child. The idea is to make it easier, not much more difficult."

"Children are learning everything about multiplication except how to multiply."

"Behavior is a problem with some kids. When my kids were growing up I was a strong advocate of the spanking school. Maybe I have mellowed some, but now I try to work more with children. I think spanking is less of an answer.

"What used to be called bribery is now called 'positive reinforcement'."

Peggy Dearing does not evade the issue. She has the subtlety of a Corsican fighting bull. She hasn't the slightest hesitation in attacking the problem. Neither does she come armed with the degree, assumed by so many to be the panacea for all problems.

Because Woodlawn operates on a

break-even basis, at best, Mrs. Dearing cannot compete with the public school system for teachers. "The teachers we have are volunteers," she said, "and we have been lucky in that we have had some very good people here. Our head teacher, Anita Kent, taught for five years in the Roanoke County System and was thoroughly disgusted.

Structurally, Woodlawn is not a school, but a house, "a second home" says Mrs. Dearing. "We want them to feel warm and secure here."

There is a nook or a cranny set aside for every interest and a reading loft where a kid can take a copy of "The Cat And The Hat" to read "just for fun".

"Kids need their privacy, too," said Mrs. Dearing.

This is the first year Woodlawn will operate as strictly a primary school. It has operated for a couple of years as a combination day care center and first-through-third grade school. There are 22 students currently and Mrs. Dearing said there is legal room for 60. "We don't want more than 40, though," she said, hinting that the rise in enrollment would necessitate a corresponding rise in the number of teachers.

Woodlawn charges a competitive \$50 a month (\$500 a year) for each child and supplies no lunch.

There is little which bothers Peggy Dearing. Pretentious educators who don't deliver results bother her. Parents who don't care bother her. But children are joy to her. Those happy, grubby little waifs in the yard at Woodlawn School are her pride.

SPORTS / from page 26

followed by SMU and Houston. With some breaks behind rookie Jimmy Sharpe, Tech might reach 5-6. That's up from the 2-9 offering in 1973 and relies on VPI finding a quarterback to run the veer.

Look for the Southern gentlemen from Charlottesville to finish third in the Big-5 — don't give them a prayer in the ACC. First-year-man Sonny Randle has had more defections than a notorious ex-president.

UVA would have an excellent season at 5-6, despite a number of seasoned players returning. Biggest problem is replacing the backfield and receiver corps.

William and Mary should battle it out with VMI for the cellar, but you never know which direction the Indians' program is going. Third year coach Jim Root has a pretty good nucleus to build around, but defense is going to be a massive question mark this season.

William and Mary will go 3-8. Bob Thalman at VMI, suddenly the state's grand old man, probably won't surprise anyone. The Keydets could win two of their first three, but don't look for more than one more win the rest of the year.

VMI lost its quarterback, and with the Keydets' personnel shortages, it has to throw. It will be doing it with a rookie hurler.

Actually, the Big-5 will be interesting, but don't look for Virginia's finest to burn up the world outside.

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