

The largest wholesale grocery house in the State of North Carolina is located in Greensboro. The Merchants' Grocery Company enjoys this distinction. They buy in car-load lots, at car-load rates and sell their goods accordingly. In May of 1896, the three gentlemen now at the head of the business came to Greensboro and opened the house, actuated at that time as they

are to-day with the desire to make of Greensboro a wholesale and jobbing center for the State. They have broadened their scope of business until it has become an established fact. The capital stock was \$50,000 and they started with a full and complete line of everything in staple and fancy groceries. The first year's business amounted to about \$150,000, and in 1897 the

amount of business had increased to \$300,000. In 1898 the volume of business amounted to half a million, and the prospects for a large increase in the present year is plainly evident.

The Merchants' Grocery Company is among the largest importers of green coffee on the New York market, and the largest dealers in this commodity in the State of North Carolina. They import coffee in large lots, effecting a considerable saving on the price as well as a saving on the freight, which reverts to the direct benefit of the customer.

A specialty with this firm is the trade in red sole leather. They are the largest purchasers in the South of red sole leather, and receive these goods in car-load lots.

They are manufacturers' agents for all the chewing and smoking tobaccos, snuff, cigarettes, cheroots and cigars that are sold in this market, supplying these goods to the trade at factory prices.

The Company handles the entire output of a number of canneries, and is prepared to supply canned fruits in almost any quantity at canner's prices.

To meet the demand for syrups and molasses this firm has exceptional warehousing and shipping facilities along the sea coast towns, utilizing the long haul by water and the short haul by rail to effect a saving in the freight, giving the buyer the advantage in the price.

The following is a summary of a few of the leading articles handled by this firm, and shows how they are bought:

- Car-load lots of Sole Leather,
- Car-load lots of Matches,
- Car-load lots of Salt,
- Car-load lots of Baking Powders,
- Car-load lots of Soda,
- Car-load lots of Vinegar (cider),
- Car-load lots of Lamp Chimneys,
- Car-load lots of Tinware,
- Car-load lots of Soaps,
- Car-load lots of Starch,
- Car-load lots of Pickles, barreled and bottled,
- Car-load lots of Buckets, Tubs and Washboards,
- Car-load lots of Brooms,
- Car-load lots of Oysters,
- Car-load lots of Sardines,
- Car-load lots of Crackers and Cakes,
- Car-load lots of Candy,
- Car-load lots of Wrapping Paper and Bags,
- Car-load lots of Baskets and Willow-ware.

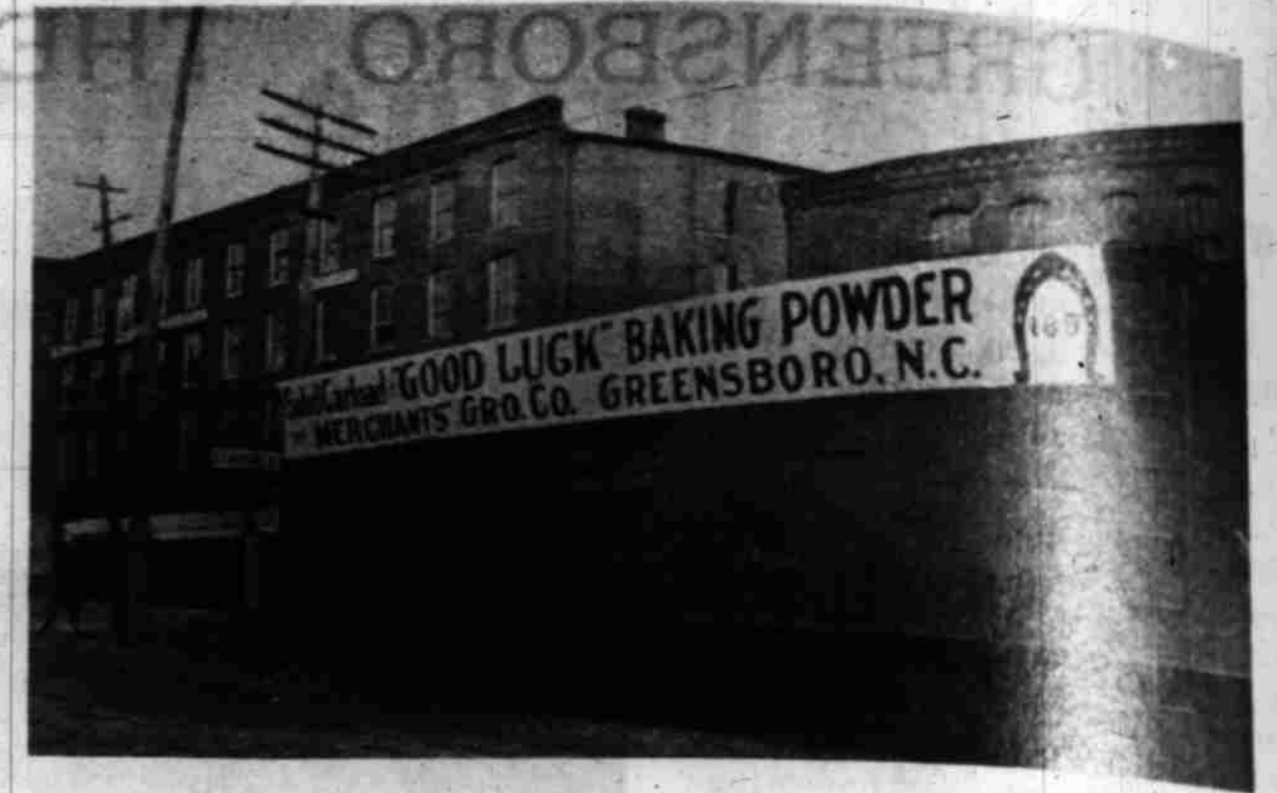
Greensboro is to-day the largest railroad center in North Carolina and it is such firms as this that give it

promise of still greater railway facilities in the near future. The splendid new building, a view of which has been used to illustrate this article, and a full view of which may be seen on the front cover design of this paper, was built especially for the Merchants' Grocery Company, and equipped to meet their especial needs.

The gentlemen who compose this firm are Julius W. Cone, president, formerly of Baltimore, where he learned the grocery trade in his father's firm, H. Cone & Sons. He now lives in Greensboro and is the active head of the business. Mr. Sol. N. Cone, the vice-president of the company, is a retired capitalist and lives in Baltimore, where he makes purchases for this firm. Mr. William Simpson, the secretary and treasurer of the company, formerly of the firm of A. D. Simpson & Co., wholesale grocers, of Chattanooga, Tenn., and Cone, Shields & Co., of Knoxville, Tenn., came to Greensboro in 1896, and was identified with the Merchants' Grocery Company at its inception.

This is strictly a Carolina enterprise, making a specialty of Carolina trade. The men at its head are better qualified to know the wants of the retail customer than those at any other jobbing center, and can save their trade both freight and time of goods in transit. All orders are filled on the day received, and we respectfully ask the trade to give this company a liberal share of their business.

Visitors to the city are cordially invited to call at this establishment where North Carolina hospitality, coupled with first-class goods at the lowest prices, are the characteristics of the business.



GOOD LUCK.

Thirteen Tons of it Bought by Merchants' Grocery Company.

Greensboro should feel much gratified that it has within its borders a jobbing house able to cope with the largest in the country. This house is the Merchants' Grocery Co., wholesale grocers on an enormous scale. To illustrate, they buy and receive a solid carload of "GOOD LUCK" Baking Powder in one shipment. These cars contain about twenty-six thousand (26,000) pounds, or, in other words, thirteen (13) tons of "GOOD LUCK." This is the largest purchase of baking powder ever made in this section, and gives striking evidence of the tremendous grocery business being done by this jobbing house. This affords a fair conception

of the quantity of goods done by these people on all their business. They buy everything in the largest quantities, hence buy on the best possible terms, and are prepared to sell in the same manner. With their extensive facilities and excellent shipping facilities, they have surrounded themselves with all modern means that cheapen the cost of handling the business. It is possible to compete with all the large commercial centers. Under such circumstances, they send forth their large corps of salesmen with the full assurance that no jobber is better prepared to serve the trade than they are. From the results that have been achieved, they seem to find no difficulty in making it clear to the retailer that they can serve him to his greatest advantage.

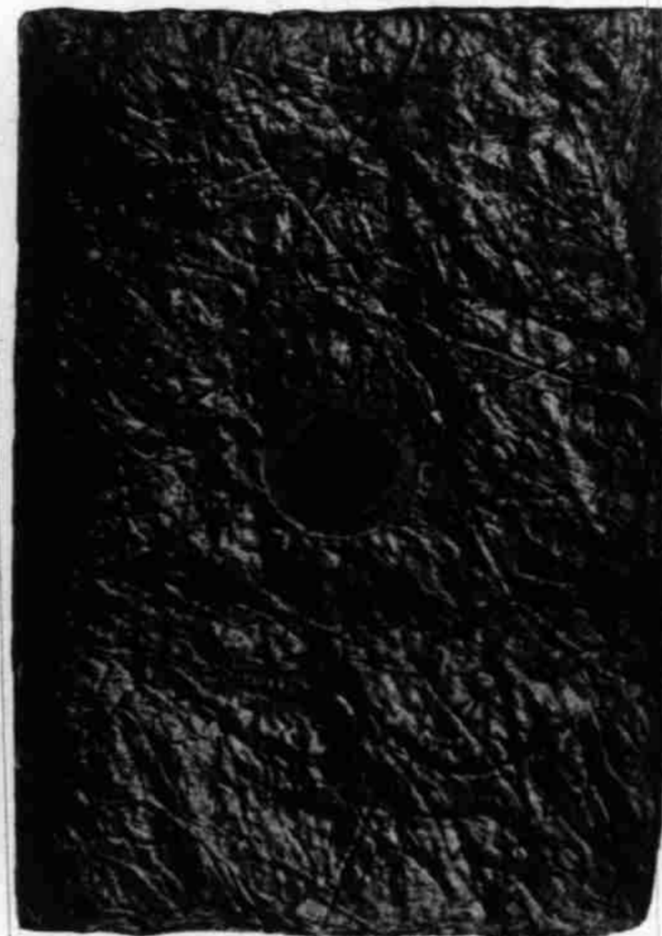
WHOLE CHUNK TOBACCO.

The accompanying illustration of Whole Chunk tobacco will doubtless seem familiar to the thousands who use it daily, for it has become immensely popular throughout the South and fifty thousand pounds of it have been sold in the State of North Carolina alone by the Merchants' Grocery Co. during the past year.

It is manufactured by Pegram & Penn, of Madison, N. C., who by reason of their central location in the great tobacco-growing belt are given exceptional facilities in the selection of their stock, which is universally of the highest grade. Both members of the firm have had long experience in the manufacture of chewing tobaccos and

fully understand how to meet the demands of the tobacco-using public. Pegram & Penn are also the makers of "Sally J.," "Fair-Red," "Red Jackie" and "Nigger Baby," all of which are carefully made from high grade stock and have gained the approval of the trade for their uniform standard of excellence.

The Merchants' Grocery Co., in the selection of high grade chewing tobaccos for their trade, decided upon these goods as the best and most satisfactory brands that could be found, and have the exclusive control of their sale for the State of North Carolina. Orders for any of these brands will receive prompt attention. It will pay any dealer who hasn't these goods in stock to try a sample lot.



WHOLE CHUNK TOBACCO.



W. F. CLEGG & BRO.

WHOLESALE FRUITS, PRODUCE AND COMMISSION MERCHANTS.

The large wholesale produce and commission business of this firm is the direct result of the untiring effort, courage and business integrity of the two young men at its head, and is a living illustration of what may be accomplished here in Greensboro by those possessing like qualities with the inclination to use them.

In 1895 the store was opened by W. F. and Z. V. Clegg as a fruit and confectionery stand. In January, 1896, the business was changed to wholesale fruits and produce, and the foundation of the present trade was laid. To-day the stock is general produce, embracing everything in that line: Fruits, from Florida and the West Indies, fresh meats, pork and beef, hides, tallow, beeswax, and almost every commodity of the farm that

can be used in this market or shipped abroad.

The business has grown to be one of importance in the traffic of the city, and the gentlemen at its head have gained the confidence and respect of the whole community.

Their trade extends all over this and adjoining counties, and their shipments of home products are made direct to the great markets in New York, Philadelphia, and Baltimore, giving the North Carolina farmer the full benefit of their wide trade connections, and the prevailing high prices in the Northern markets.

It was this firm that conceived the idea of receiving and distributing car-load lots of New York State cabbage and apples to the North Carolina trade, and later in the season from Florida, giving the people of this section these staple fruits and vegetables fresh from the fields, both in and out of season, during the entire year.

The farmers of this and nearby counties have found that the Cleggs are paying the highest standard price for chickens, eggs and other produce and their business methods have gained the confidence of all with whom they deal.

It is with pleasure that we commend these gentlemen to the thousands of readers of this edition.



ESTABLISHED 1888.

VUNCANON & CO.
GREENSBORO, N. C.

CARRY A FULL LINE OF
GROCERIES AND PROVISIONS

Everything carried by a first-class house in the general grocery line.

GOODS THE BEST MONEY WILL BUY.

Prices as Low as Honest Goods can be Sold.

THESE ARE FACTS.

Call at 528 S. Elm St. and be convinced.

Sole agent in Guilford County for Dr. Ferkin's Improved American Herb Compound, the best Medicine on Earth for kidney, liver, and blood diseases.

SIMPSON-SHIELDS SHOE CO.

In entering our third year we can not refrain from thanking our many customers for the success we have met with in establishing this business which has grown, from an experimental start, to take its place alongside of the largest shoe houses in the country.

We take pride in directing their attention to the cut herewith, which represents our new store, built to accommodate our increased business. We can safely say we now have one of the largest if not the largest buildings in the South, entirely devoted to the wholesale shoe business.

Our trade in 1898 amounted to \$300,000 and the outlook for the present year indicates a large increase.

We began business in a warehouse with 2,500 square feet of flooring and were soon compelled to enlarge our quarters to 5,000 feet. The immense five-story building we now occupy has 12,500 square feet of floor space, and we use it all.

We cater to the Carolina trade only. We make a study of the wants of Carolina merchants. We handle only styles and quality adapted to the Carolina trade, and for this reason we claim we can serve them better than any jobbers that cater to the trade of the whole country. With our very small expense account, low rate of freight to their depot, and shoes bought for spot cash in car load lots, at the very lowest prices, we are prepared to make it to their interest to figure with us.

We want your name on our books. We want to put it there with goods that will keep the account alive. Therefore, we offer you our "Jule Carr" shoe for \$1.00, net 60 days. Truly a gentleman's shoe for the price of a brogan. The very best selected Satin Calf, made on the most stylish lasts in both bals and congress. Solid as a rock. Every pair guaranteed and personally inspected before leaving our store.

"Our Advertiser," the best shoe ever made to retail for \$1.50; stylish and of the very best wearing material, solid throughout, our leader, your trade winner and money maker.

Our fall line consisting of 250 styles, each of which was especially selected for the Carolina trade, and bought for spot cash, is now ready.

One of our six salesmen, who are now on the road, will visit you shortly. Here are their names: M. D. Long, J. J. McGoldrick, W. H. Watkins, Jr., C. L. Cannon, Frank H. Neal, Herman Jones.

It will pay you to await an inspection of our line before placing your fall order.

We now have 1,703 customers on our books.

A. D. SIMPSON, President. MILTON L. SHIELDS, Secy and Treas.

