

THE FARMING LANDS OF GUILFORD COUNTY.

That the South is destined to have a great and prosperous future no one who is at all familiar with that part of our country can doubt. That her development has begun in earnest is apparent to all who have studied the signs of the times and kept posted on her current social and industrial history. That this development has been influenced to a great extent by Northern ideas and Northern capital is also a fact and it is no less true that this influence will continue, and the South recognizing the value of Northern ideas and Northern enterprise extends a hearty welcome to all who seek homes in her midst and are willing to do their part in this great work of development.

Industrial plants are springing up all over the South and the day is past which saw her raw products shipped to the mills of the North, there to be manufactured and shipped back for consumption. She is manufacturing her own cotton goods, is converting her ores into iron and steel at home, and has entered the field as a shipper of coal, iron, stone, live stock, fruit, poultry, farm products and many lines of manufactured goods. While all these industries are yet in their infancy, it requires no great stretch of the imagination to see that it will take lively stepping to dance to the music the South will make in the near future.

It is a fact that is just beginning to be appreciated by the country at large that all the products of the North can be raised more cheaply in the South than in the North. Here the farmer may work in the field and his stock may graze for ten months in the year. He is not obliged to work hard six months in the year to raise enough feed to carry his stock through six months of winter. What his land produces he can sell at good prices and apply the proceeds to his bank account, while his Northern brother is laboriously keeping himself warm, pushing feed through his stock and accomplishing little more than the conversion of his last year's crop into fertilizer. Because of the mildness and short duration of our winters the farmer needs little heavy clothing or expensive fuel, nor barns filled to bursting with grain and fodder. His earnings need not be exhausted on costly barns and sheds and it is never necessary in this section to shovel snow from around his buildings or cut holes in the ice and thaw out pumps in order that his stock may get around and not perish from thirst.

While mining and manufacturing are being pushed to the front it must not be supposed that agriculture is being neglected. Though the agricultural methods in the past have been expensive and wasteful the influences of the more modern and economical methods of progressive Northern farmers who have settled in the South is being felt and we are fast emerging from agricultural barbarism. It will not be long before our farmers will be classed with those of the most progressive and fertile parts of our common country.

All that can be said in favor of the agricultural possibilities of any part of the South may be truly said of Guilford county in North Carolina. Her location in the mid-South near the middle of the famous Piedmont plateau, a hundred and fifty miles back from tide water and within sight of the Blue Ridge Mountains, and her elevation of from eight hundred to one thousand feet above sea level are ideal conditions. Added to this the fertility and variety of her soils and the adaptability to the production of any crop that can be grown in a temperate climate and it is no exaggeration to say that she is fitted by nature to shine among the most productive sections of the country. Her farmers are finding out that it requires only the same care and attention which the Northern farmer bestows on the cultivation of his land

to grow every sort of product that can be raised in the North besides tobacco, sweet potatoes, peanuts and every kind of fruit that can be produced in the temperate zone. Our county is a paradise for vegetable and small fruit farming; work in this line can extend through the year and our proximity to the best markets of the nation makes prices good and transportation charges low. At present the production of food products in our section is not equal to the demand and we are importers of such commodities while we should export large quantities. This condition of affairs presents an opening here for the small farmer which can not be surpassed.

All farm products, corn, wheat, oats, rye, clover, hay, horses, cattle, hogs, sheep and poultry can be profitably raised here and production can be so regulated that by the sale of some product the enterprising farmer may receive an income during every month of the year. There is no better market than Greensboro for the staple products such as grain, hay and meats, a fact which should not be overlooked by the prospective settlers.

Of vital importance to the farmer and trucker, as indeed it is to every industry, is the question of good roads. This community has awakened to its necessities in this matter and is beginning the work of road improvement in a comprehensive manner and good roads are coming sure and fast. One fact which will interest the farmer is that our county is free from debt and not likely to incur one—consequently taxes are low.

Another matter of interest to the prospective settler is that our section is not a wilderness and he will not be compelled to live in solitude, far from his kind, when he comes here to make his home. He will find himself among people of intelligence, morality and strong religious convictions. Instead of the dreariness and lonesomeness of the Western prairie he will find the hospitality and good cheer for which the people of the South have always been celebrated. It will be easy to make new friends, for our people will extend the glad hand and he will find that the "little farm, well tilled" is a gold mine in the midst of agreeable surroundings.

The young farmer just starting out in life is finding that the star of the empire has veered her course from westward to southward; the man who has braved the chilly blasts of the North, who has made his pile by hard knocks and many self denials and earned his right to rest, is working for it and finding it too among our Southern roses; the sick man, seeking restoration of health and strength turns his eyes to our part of the Southland where nature does not compel him to inhale icicles in winter nor steam in summer; the man of small means is heading southward because he sees there his chance—because if there is such a thing as a poor man's country it is in our section, where the minimum of toil gives the maximum of results; the capitalist is going South because of better business opportunities and enlarged fields of enterprise. They are all bound South and all will find a welcome; an opportunity and a home such as the South only can give, and nowhere in the whole South will their reception be heartier, the opportunity be better or their home more congenial than in Guilford county.

F. A. MACDONALD.

Wholesale Boot and Shoe Men, Notice.

The head of a large wholesale boot and shoe house here says that Greensboro is the place for another concern of this kind, he is not afraid of competition, the more the merrier, it will help to bring the trade to Greensboro, and there is ample room for another. Greensboro is the railroad center of North Carolina, and wholesale center of a vast area of the country. The house above referred to has been here three years, and handled a business of \$300,000 last year.

THE BENBOW HOTEL.

The Benbow Hotel is Greensboro's famous old hostelry, familiar to thousands who have made it their rendezvous, and who have gone away only to come again and again to enjoy the comfortable surroundings and the associations that have attached to the place.

The Benbow was built some twenty-five years ago. In 1893 it was bought and remodeled by Captain B. J. Fisher, the present proprietor. The house has seventy-five transient rooms, heated by steam and richly furnished, baggage and freight elevators, and all modern equipments to facilitate the work and accommodate the guest.

The Benbow bar is the finest in the city, is stocked to overflowing with the choice viands, and none of the leading brands or labels have been omitted.

The dining-room is the especial pride of Manager Frank P. Morton, who gives his personal attention to the cuisine, knowing full well that the quickest road to the heart is through the stomach.

With his long and successful career, since years ago at Guy's famous house in Baltimore, and later at Willard's Hotel in Washington, as well as his long and pleasant experience and association with the people of the Carolinas, Manager Morton has made and found many steadfast friends, who will be glad to hear that the old Benbow was never finer than it is today.

John T. Matthews, the genial clerk, assisted by John M. Hammer, are both accredited with great popularity among the traveling public.

Howard Gardner's Drug Store.



INTERIOR VIEW OF HOWARD GARDNER'S DRUG STORE.

This illustration portrays the beautiful interior of Howard Gardner's drug store on Elm street, corner opposite the Post-office.

In 1893 the business was established by J. Willie Smith and Howard Gardner, the firm being known as Smith & Gardner until 1895, when Mr. Smith retired and Mr. Gardner, the active member of the firm became the proprietor. By his natural aptitude coupled with fifteen years of practical training, Mr. Gardner has built up a business that stands in the front rank and has secured for himself the admiration of the community.

The store is of ample dimensions and tastefully arranged, displaying to advantage the thousands of useful and ornamental things accessory to a well stocked pharmacy.

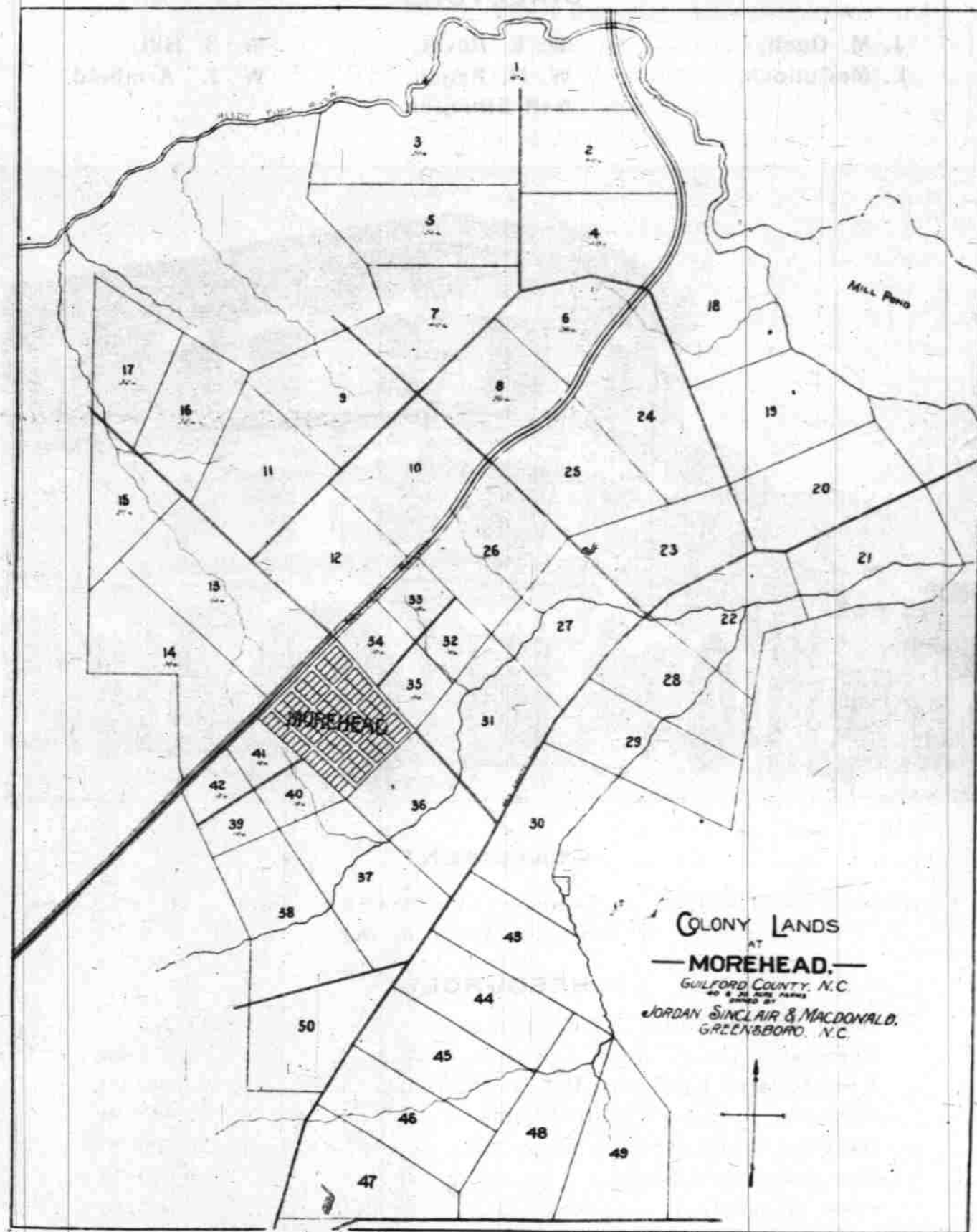
Physicians' Prescriptions are compounded in a separate department from the general store, which is under the personal charge of Mr. E. J. Jones, a skilled druggist.

The Special Preparations invented by Mr. Gardner have become exceedingly popular, among which are "Gardner's Almond Cream," for chapped hands, sunburn and all roughness of the skin.

A delightful toilet article is "Gardner's U. S. Liniment," an effective remedy for rheumatism, neuralgia, toothache, headache, neuralgia, and numerous other troubles. "Gardner's Tar and White Liniment" is infallible for coughs and bronchial affections. Cigars are also carried in fine 5 and 10 cent goods.

Mr. Gardner is the sole dealer in crutches in the city, and handles the famous Seely crutch. He is also agent for Nunnally's candies and confections, and Landreth's seeds.

Jordan, Sinclair & Macdonald.



Greensboro is the railroad center of North Carolina, a city of substantial commercial status, large manufacturing industries and a first-class market for all the products of the farm. On the main line of the Southern Railway eight miles north of Greensboro, at Morehead, Messrs. Jordan, Sinclair, and Macdonald have set about to establish a Northern Community in the Mid-South. The land lies in a solid body, is traversed by the railroad and within its limits are the station grounds and side tracks. The tract is well timbered, well watered by springs and small streams and well drained. It is smooth and prairie-like and can be worked by modern farm machinery and made to produce a good crop of almost any description.

About one-third of the tract is now under cultivation and producing well. The finest water in abundance can be had at a depth of twenty to thirty feet.

For the productiveness of soil, healthfulness, mildness of climate and proximity to market, it is safe to say that no spot can surpass it.

It is their intention to make this a settlement or community of Northern people. They want Northern people because they have been trained in a progressive school, and are industrious, thrifty, and generally well educated.

Their lands are divided in small tracts of from ten to fifty acres each to suit the buyer's needs, each tract having as far as possible its quota of upland, lowland, timber and stream. There is no natural or artificial barrier that stands in the way of progress to him who enters here.

He who casts his lot with the South now, and exerts the same energy required to make a living in the Northern or New England States will soon find he has accumulated a competency, when as before he would only have made a living.

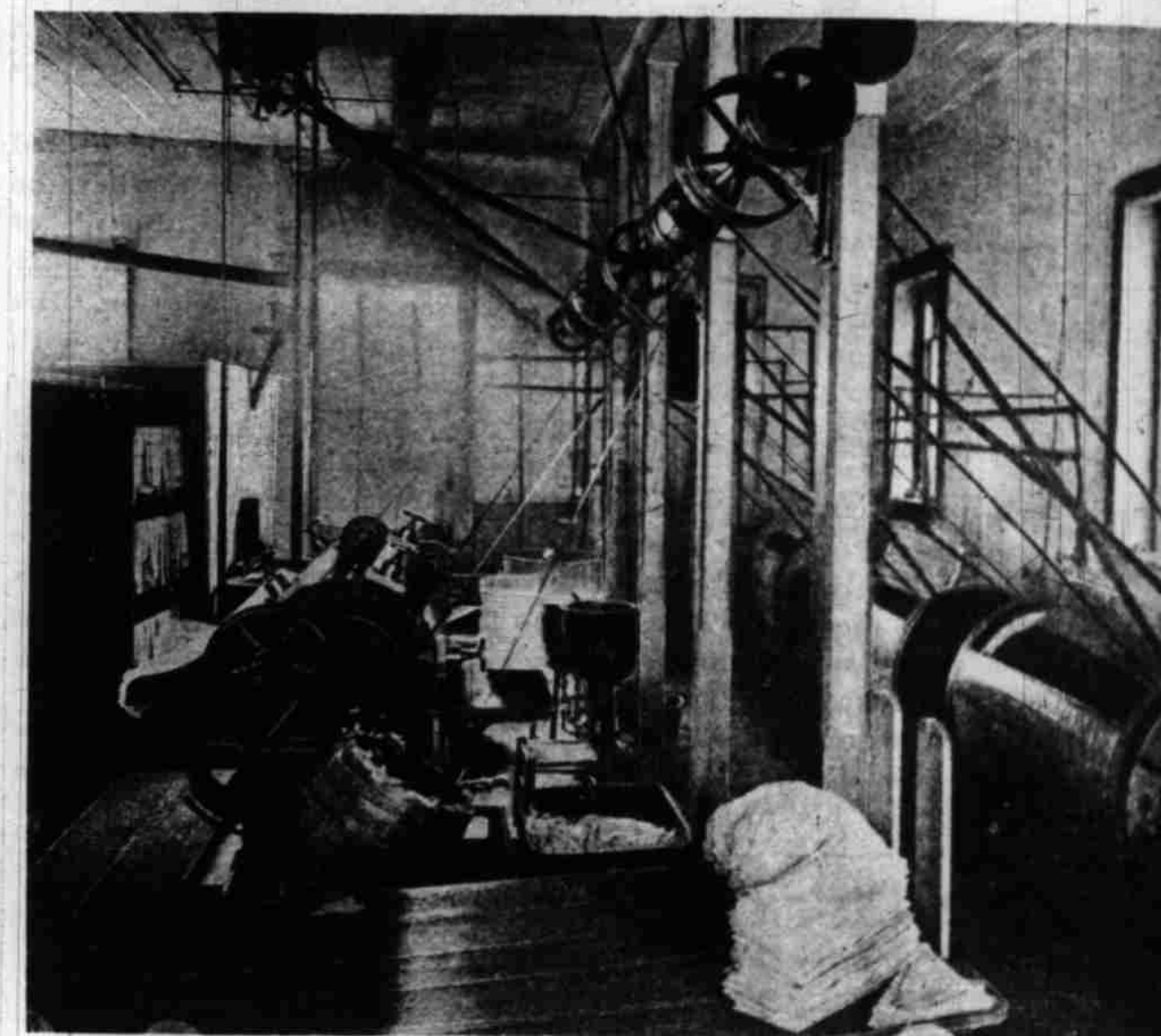
Wendell Phillips said: "As the South grows stronger, the wealth, culture, and power of the country will be centered there, until she will become not alone the mistress of America, but the central empire of the world."

While digging a well not long since in the heart of the manufacturing portion of the city kaolin was discovered in abundant quantity for manufacturing purposes.

There is a chance for somebody to make fine chinaware in this growing and prosperous city of Greensboro.

Greensboro Steam Laundry.

JOHN M. DICK, Proprietor. E. A. MILLER, Manager



This laundry was established in 1891. It was a venture and at first a pretty hard struggle for the proprietor to make both ends meet. It was three years before it paid but it is now on a paying basis and the pluck and confidence of Mr. Dick, who always had an abiding faith that Greensboro would support a good laundry, has been rewarded.

The Greensboro Steam Laundry is one of the best equipped in the State and now represents an investment of about \$10,000, and as the trade requires it new facilities are supplied. In fact the policy has been to anticipate the wants of the people. The building, a two-story structure at 111, 113 and 113 1/2 West Market street, is 26x44 feet in dimensions, with engine and boiler room in the rear. The machinery is all of the latest improved and by a mechanical device the exhaust steam from the engine is utilized and returned to the boiler. A feature is made of hotel and theatrical

would obliterate wash day from the family calendar and save money as well as trouble. The Greensboro laundry will do this work for four cents per pound, which is very low. The delicate fabrics, lace curtains, are washed with the greatest care and the trade in this class of work is constantly increasing.

Mr. Dick has agencies in many cities and towns in this and adjacent States and while he will never enter into competition with those laundries who in order to get work will take it at rates for which it is impossible to do good work; it is not alone this but in addition give the agents a large percentage. The Greensboro Laundry does not do business on these lines. They say to their patrons, "We do good work, slight nothing, pay agents fair commissions, and want your work at fair prices." That these business methods have met with favor is shown by the fact that not alone in Greensboro but in other towns where agencies are established and the Greens



work, which is called for before 9 a. m. and finished and delivered before 6 p. m. Care is exercised in handling linen and the breaking of collars and cuffs is avoided by the use of the Dolph machines in turning the corners. If the housewife knew the trouble and worry they would avoid by having their family washing done at the laundry they

boro work placed in competition with that of other laundries has always been accorded the public's excellence. Mr. E. A. Miller, the manager, is a practical laundryman with large experience and his skill has been an invaluable aid in building up the reputation of the Greensboro Steam Laundry to its present high standard.



Interior View of Carolina Shoe Company's Store. S. B. NORRIS, Manager.