

BEAUTIFUL TOWN LOTS

FOR SALE IN THE CITY OF RALEIGH.

A Splendid and Unexpected Chance to Secure a Handsome Building Lot AT A VERY LOW PRICE ON MOST REASONABLE TERMS. An Opportunity that Must be seized Quickly, and One that Cannot be Offered Again.

The West Side Land Company

OF RALEIGH.

J. D. BOUSHALL, Esq., Chief Clerk in the Office of the State Auditor, is President of the Company; J. NEWTON HOLDING, Esq., of the law firm of Pace & Holding, Secretary and Treasurer.

That beautiful tract of wood and grove land, known as the Parker property, and on which the Parker mansion stands, has been divided up into handsome and prettily located building lots, of one-eighth of an acre, and those lots are now offered for sale at two hundred and fifty (\$250) per lot on the easiest and most inviting terms, viz: fifty dollars cash and the balance in monthly instalments of ten dollars (\$10) each.

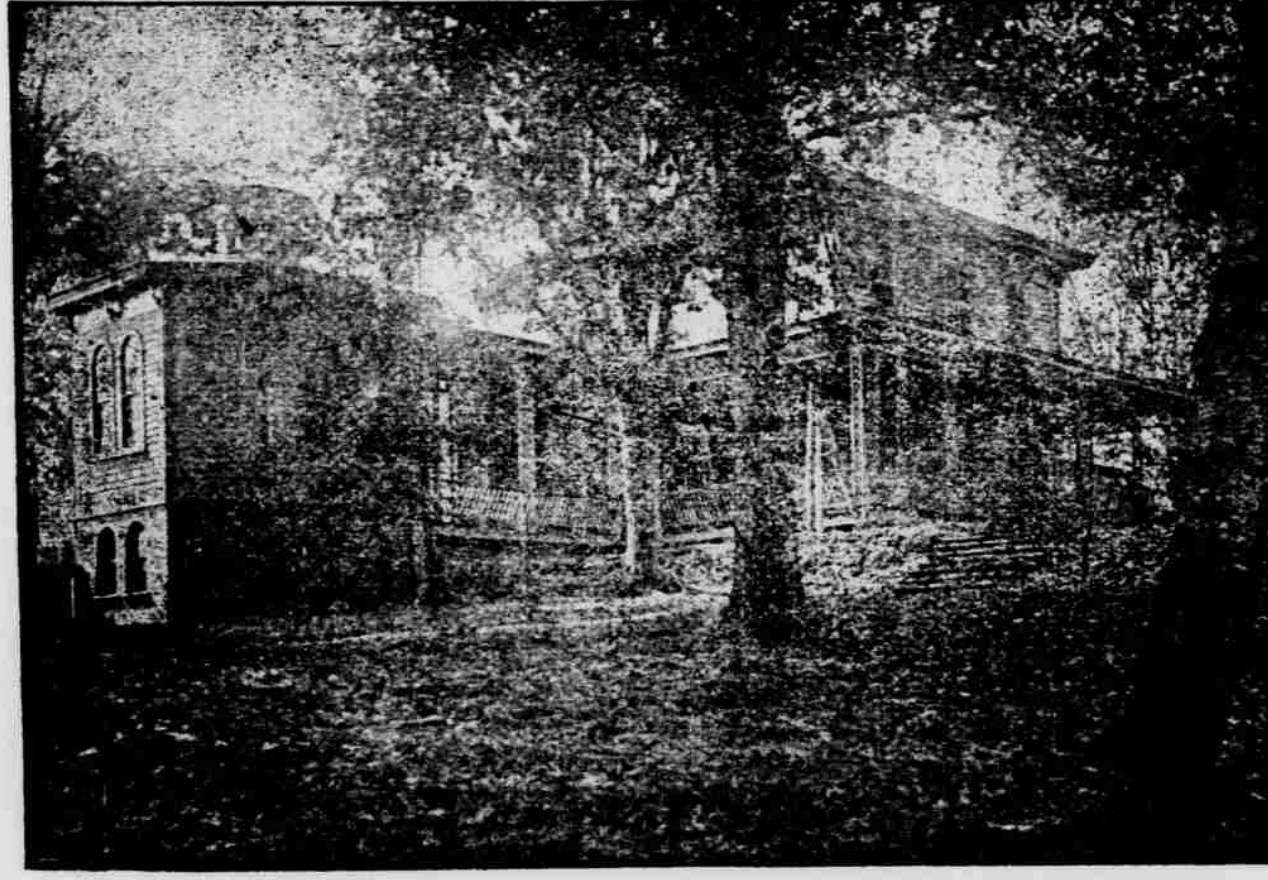
The Attractions and Desirability of the Location.

To people who are acquainted with the location and beauty of the Parker property, the announcement above would be sufficient for all purposes. But for the benefit of those who may be interested, and who have not seen it, the following facts are given:
The tract of land lies beautifully westward of the city and just at the present terminus of the western extension of the street line. The city is destined to grow westward, and this division will soon be dotted with handsome residences. Quite a number are being erected now just beyond this tract, and this would have been built up long since but for the fact that it has been kept from the market until within the past few days.
These lots lie between the beautiful woodland, in which famous St. Mary's school is located, and Pullen park. The latter place contains sixty acres of beautiful rolling ground and is rapidly becoming one of the loveliest and most inviting places imaginable. Within three more years it will be the great promenade and driving ground for Raleigh's fashionables and elite, and the vicinity will be so attractive as to make residences near it greatly desirable.
The Park tract just opening up will afford the most beautiful lots that can be had now or at any time in the future in close proximity of the park. And as soon as these lots shall have passed into other hands, building will be immediately commenced, and there will be a steady and solid increase in value of all the property.
The tract lies right along Hillsboro avenue, one of the principal boulevards of Raleigh, and the main western outlet. Another street (Morgan) will soon be extended westward; and will give an entrance into and through the property, making a second continual thoroughfare from the main business centre of the city through the beautiful section just being opened up.

Beauty of the Lots.

An effort to properly present the full beauty and desirability of the location of these lots for building purposes would be futile. The greater number of them are on an elevated plateau, on which is a luxuriant and beautiful growth of natural and ornamental trees and shrubbery. This is consequently ready to the hand of the purchaser to be cut out, rearranged, &c., &c. As much shade as is desirable for comfort or beauty is already provided, and where not desirable, it is easily removed.
Hillsboro avenue runs along the north boundary of the tract, and the North Carolina and Raleigh & Augusta Air-Line Railroads are on the southern side. Along the west side of the tract is the handsome avenue and drive into Pullen park.
Raleigh people who are fully acquainted with the situation of the property, are very conscious of its desirability, and many of them have for some time past longed for an opportunity to secure a building lot in this section. This is the first announcement of the opening up of this property, and the company putting it on the market have, in a measure, wished the matter to be quiet, until they were ready to advertise the matter in full; but in some way a rumor got out to the effect that the property would soon be opened up. The secret became an open secret during the past week, and some citizens have exacted promises from the managers of the company that lots would be reserved for them, until there are only about fifty lots left on the market.

These will be sold until the first of December at \$250 each on the terms already mentioned—\$50 cash and the balance in monthly instalments of ten dollars each until all the purchase money is paid.
These terms are the easiest ever offered on such desirable property as is here put out; and there will never be such another opportunity in Raleigh again.



THE PARKER MANSION.

A Handsome and Well-appointed Mansion for One of the Purchasers.

On the south side of the tract, and on a beautiful elevation, is the Parker mansion. This is the mansion owned and occupied by Hon. Wm. R. Cox, previous to its purchase from him by Mrs. Dr. Parker.
It is handsome in appearance and well-appointed in construction. It is large, and spacious, having elegant verandahs on three sides, and a pretty octagonal library building connected with the main body of the mansion by a unique covered bridge-way.
The mansion and a large lot will be reserved in the sale of the tract, and will be given to one of the purchasers of lots. Each lot purchased will carry with it a chance for the purchaser to draw and own this handsome villa, which is one of the prettiest in construction and location in the "Old North State."

The Best Proposition and Opportunity.

This is the best proposition yet made by any company which has been organized for the purpose of selling town lots in the South.
The purchaser of a lot gets the full value of his money—a very full value—and his purchase will prove satisfactory to him. He can realize at any time—even the next day—all that he pays for the lot, and there is certainty of a substantial and solid increase in value. Besides these the chance of owning one of the handsomest mansions in the country is afforded.

Come and See.

Some idea may be formed in the minds of some of our readers of the value of the property means; but a proper conception of what is offered can only be obtained by seeing the land and its location be seen. If you don't live too far, it is worth a visit to see the surprise, interest and delight you.

Some Facts of Interest.

The lay and location of land frequently—almost invariably—governs its value. In this respect the new section just being opened up has a reputation which only one other place in the South can equal.
During the war, a corps of competent physicians were commissioned to examine the Southern country and select the most healthful and salubrious localities for the establishment of a great hospital for the Confederate soldiers. After careful examination, the commission decided to report two localities. One of these was the place known as "Camp Mangum" on the western edge of this city, which joins and is a part of the plateau included in the Parker property. This plateau is considerably above the general level of the city of Raleigh, and its healthful tone and influence are notable and permanent.
The opinion of the Confederate hospital commission has been repeatedly confirmed since by meteorological records and observations.
Mr. T. C. Harris, who is curator of the State museum, was for several years the weather observer of this section. His residence is in the vicinity of the new property, and his weather records were taken there as well as at other places for comparison. His records for ten years showed that the temperature did not differ from that of Southern France or Italy more than a few degrees as an average—sometimes a few degrees above and sometimes below the general average being very nearly the same, and the humidity was generally less.
The climates of Italy and Southern France are regarded as being beneficial to invalids, and many a sufferer has been sent to these sections for the benefit of their climatic influences.

A Combination of Advantages.

The records of all three sections are about the same for the period during which the observations were taken. These statements are from original records which are easy of access and may be examined by anybody.
From the facts stated above, which are very conservatively presented, thing being taken from records made some time since, and without regard to uses to which they are put to here, it is easily seen that a combination of advantages comes to the purchaser of a lot or a number of lots in this section. They are beautiful and in a healthy and salubrious locality. They are right between the city of Raleigh and its western suburbs, already being handsomely and rapidly built up. They are right in the line and direction which the best and most rapid growth of the city will take. They adjoin the principal park of the city (Pullen Park) which has been beautified by terraces, large fountains, stone springs, and paths, which will be the loveliest resort possible in a short time. They are directly between two large and handsome educational institutions, being the famous St. Mary's Female School, and the other the new State School of Agriculture and the Mechanic Arts. These conditions alone stamp the lots with certainly as much value as is generally given for them. And some matters and facts referred to on the lower half of this page serve to show that a purchase in this section is good and safe either as an investment matter or a speculative investment. Read the facts and draw your own conclusions.

SOME INTERESTING FACTS AND STATISTICS ABOUT THE CITY OF RALEIGH.

Raleigh is confessedly one of the most delightful places to live in in the South, and the South is the most balmy, the most beautiful and the most delightful section in creation.

These statements are not made for simple effect. They are facts—acknowledged and asserted by everybody whose judgment has been broadened and ripened by extensive travel.

Raleigh is a city which is noted for its Southern Conservative Spirit. It was founded nearly one hundred years ago, and the posterity of the founders down to the fourth generation live here now.

Up to the present time in its history, the city has never been through the uncertain throes and agonies of a "boom" fever. There has never been a forced or fictitious value on a foot of ground within its limits or environments. No investment has ever been made with a hope of realizing a thousand per cent. profit in a short time, and carrying the possibility of seeing the investment prove utterly valueless.

But there has never been a day which did not augur some progress for the city. Its growth has been conservative, but it has been solid and substantial, and Raleigh is a city for all time to come—with a basis and a history that must last and grow as long as time endures. It is a city of culture and refinement. It possesses to the fullest degree every item and feature which go to make up the conveniences and comforts of life. It already has everything which "booming" towns promise to provide when they attempt to attract capital and investments.

It has a society, the charm of which is known all over the country. It has a business element whose wisdom and safety are proverbial and whose credit is unlimited.

Industries and Manufactories.

It has in operation industries, the stability of which is unquestioned, and which maintain in plenty a city of nearly fifteen thousand people. And all these industries and their continual operation are positive and assured.

Mention of Some of Them.

The industries of Raleigh, like those in all large cities, are so varied and multifarious, that a proper enumeration of them would require a systematic canvass. In fact, the mention of them could hardly be of any special advantage, for the reputation of Raleigh as a city, both capital and cosmopolitan, carries with it the suggestion that all industries and enterprises which may be expected in a city, are found here.

The following are some of the principal establishments:
Raleigh and Gaston Shops, working two hundred employees; annual expenditures in the city \$150,000.
North Carolina Car Company, now on contracts for several hundred cars and more than twenty buildings, working one hundred hands in the shops; weekly pay roll \$1,000.
Cotton Compress, working one hundred hands at a pay roll of \$700 per week.
Raleigh Cotton Mills, working sixty hands; pay roll \$300 weekly.
Allen & Oram, machine shops; forty employees; pay roll about \$400 per week.
Edwards & Broughton, printing house; over fifty hands; pay roll \$500 per week.
Ellington, Royster & Co., contractors; forty hands; pay roll about \$400 weekly.
T. H. Briggs & Sons, contractors and builders, thirty-six hands at full journeymen workmen's pay.
Raleigh Oil Mills and Fertilizer Company, fifty hands; pay roll \$550 per week.
J. E. Pogue's tobacco factory, thirty hands.
Raleigh Wagon Factory, turning out fifty wagons per week.
The North Carolina Phosphate Mill, operating the only cyclone mills in this Southern section, is an important establishment. And besides there are smaller industries and establishments without limit, including two large ice factories, three candy factories, two harness factories, one large tannery, one hosiery knitting mill, two furniture factories, smoking tobacco factory, two iron foundries, several carriage shops and factories, steam laundry, marble yards, and other enterprises too numerous to mention, representing a large investment of capital and giving employment to fifteen hundred people; and this does not include the force employed in the many mercantile establishments, banks, cotton houses, schools, State offices, tobacco trade and cotton trade, &c. These alone will aggregate a young army of bright intelligent and cultured people.

Annual Business.

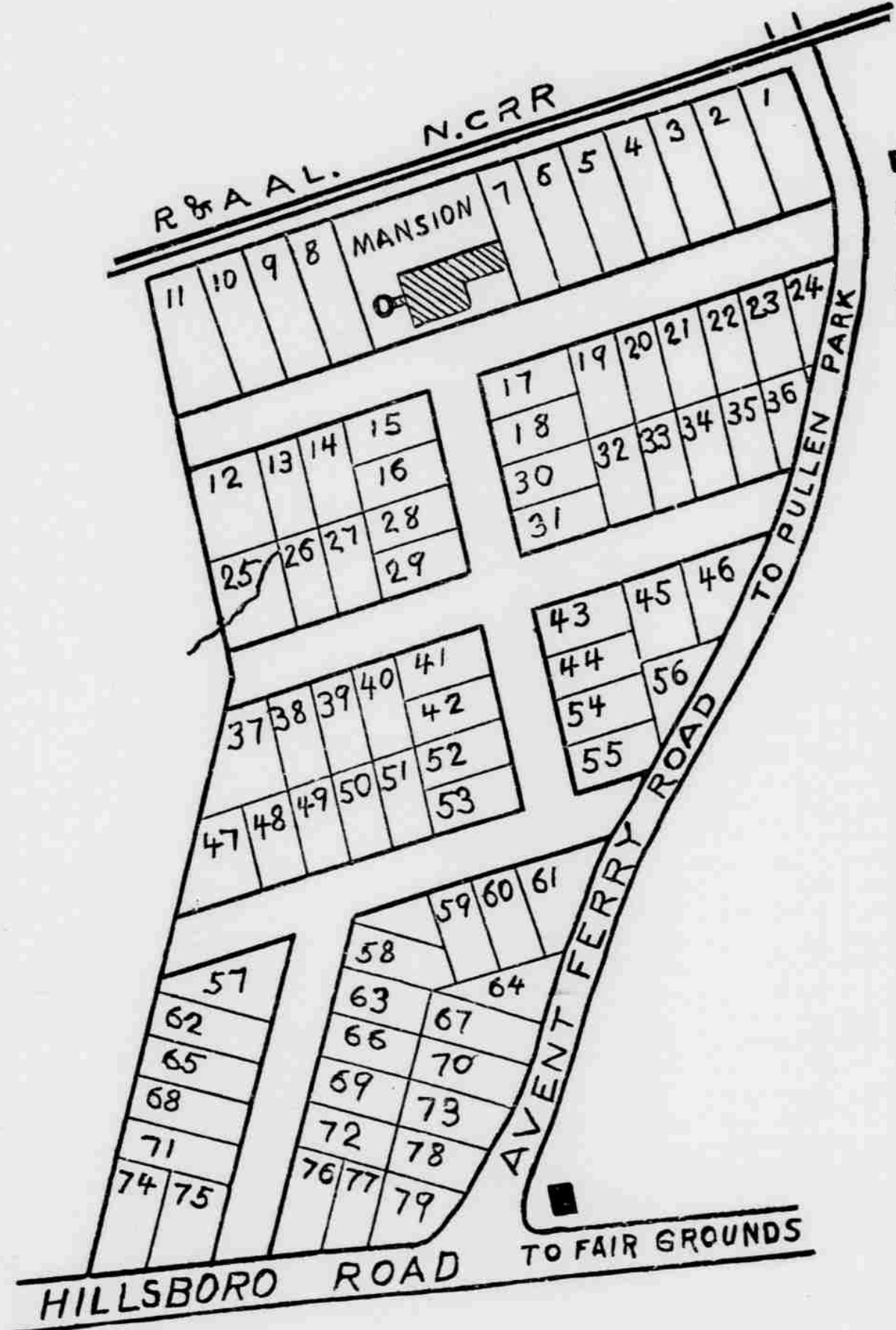
The annual business of the city is not easy to compute accurately. The average daily business at this time is over \$150,000.

As many as 76,000 bales of cotton have been sold in the Raleigh market in one year for nearly \$3,000,000, and the receipts so far this year from Sept. 1st, 1890, have been nearly 20,000 bales.

Last year there were sold from this market sixty thousand barrels of flour, about six million pounds of meat, one thousand car loads of grain and hay and ten thousand tons of fertilizer.

THE TOBACCO MARKET.

The tobacco market here is the infant market of the State. It bids to be the leading leaf market within the next few years. There are three large tobacco warehouses, five immense prize houses, and the sales have reached nearly four million pounds in one year. The market is only five or six years old.



WHAT THEY SHOW.

These statements are made simply to show the present status of the business of Raleigh. Every feature of it is firmly established, and must increase naturally if not otherwise. Every year something is added and made firm, and thus Raleigh's growth and solidity been fostered and established.

CHURCHES, PAPERS AND SCHOOLS.

Raleigh is essentially a church-going community. There are more than twenty churches in the city, and more people go to church in Raleigh on Sunday mornings than may be seen going in any other city of its population in the world.

Raleigh pays more postage on periodicals and papers published in and sent out of the city than does Richmond, Norfolk, or any other city of less than fifteen thousand people in the world. Its citizenship is a reading and a cultured people.

There is not a State in the Union east of the Mississippi river that has not patronized the famous educational institutions of Raleigh. There are more schools, with a wider reputation and a broader patronage in Raleigh than in any other city of the State, and with but one exception, in the country.

There are now thirteen of these schools, besides some private schools, and this number is to be increased by at least one institution which will be built and conducted on a grander scale than any female educational institution now in the South.

RAILROADS AND TRAINS.

Any properly arranged map will show that two principal lines of railroads pass through Raleigh—the city being their natural centre—and these lines and their immediate connections ramify in all directions and connect with every route of travel.

THE CITY OF RALEIGH.

Over these lines about forty trains come and go daily, and in the near future, as at present, the number of trains going and coming is increased.

NEW LINES.

Railroad construction is now in progress which will make Raleigh the section centre of the most direct line from North to South, and the greatest best line between the great West and tidewater.
The first—the line from North to South—will be secured by the completion of the Georgia, Carolina and Northern Railroad from Monroe to Atlanta, and will be completed early next year. This is a part of the Seaboard Air-Line, and will complete the shortest and quickest line from the North to the South, Baltimore and Atlanta.

The second—the line from East to West—will be secured by the extension of the Atlantic Coast Line from Springhope, Nash county, to Raleigh, a distance of about thirty miles, and by some western connections which it is proposed to make as soon as the survey can be made and the work done. This will be a line from Norfolk via Raleigh to Cincinnati. It will be run from Norfolk to Raleigh via Tarboro on the road already built to within thirty miles of Raleigh. When this connection of thirty miles is made to Raleigh, a connection will be made with the regular Richmond & Danville line from Raleigh to Washington. From Wilkesboro the road is in process of construction to Bristol, Tenn., and will connect with the South Atlantic & Ohio road which is being pushed to Cincinnati. Thus, in addition to the railroad facilities and connections which Raleigh already has, she will be the natural centre of two of the greatest and most important trunk lines of railroads in the Atlantic States.

These statements are not chimerical or supposititious. The roads are being constructed as mentioned above, and are expected to be in operation before the end of 1891.

MATTERS IN CONTEMPLATION.

It is natural that a city with such a basis as is possessed by Raleigh should always have something coming on. And in easy compliance with such a basis a number of new and large enterprises are booked for the near future. They are not the result of efforts to make a boom or to attract capital, but they come as a natural growth of a city with metropolitan proportions, and are simply mentioned here to indicate the nature and direction of the city to keep up its steady, progressive march.

Among them may be mentioned the following:
A Baptist Female University, to be built on a large scale, and to do the work with an endowment of \$100,000.
A new Union Railroad Depot to cost not less than \$50,000, and to be worth much as \$75,000.

A system of electric street railway.
An additional cotton factory to cost \$100,000.
A carding and knitting factory with a capital of \$25,000, which will be commenced as soon as \$100,000 shall have been subscribed. It must be stated that this hotel is not a certainty, but good progress is being made with it, and will be very soon, however, first-class additional hotel facilities to those now afforded by the city.

It is contemplated to adopt a system of paved sidewalks which shall be applied to every sidewalk in the city.

The Farmers' Alliance decided some weeks ago to establish a \$2,000,000 factory here, and its establishment is as certain as anything can be, without being established.

A large fertilizer factory to be built by a syndicate backed by a capital of \$200,000.

These and various other establishments and enterprises will be on the industrial list in the near future.

TAXES.

The tax rate of Raleigh is lower than that of any other progressive city in the United States of the same population, and its bonds are held by purchasers who pay \$108 for them.

BANKS.

Three banks have a capital of \$375,000. The deposits are over \$1,000,000.

BUILDING AND LOAN ASSOCIATIONS.
As many as six Building and Loan Associations have local headquarters, and capital is easily procured for business or building purposes.

CLUBS, ORGANIZATIONS, SOCIETIES, &c.
The Capital and Monogram Clubs are the leading social organizations. The Chamber of Commerce is composed of the business men of the city. The cotton business has its Exchange.

The tobacco business is governed by the Tobacco Board of Trade. The Union Mission looks after the poor and needy, of the city, and is a medium through which relief is given.

There are Lodges, Commanderies, Chapters, &c., of all the leading fraternal and secret organizations of the world—all in a flourishing condition.

THE LIST COMPLETED.

Everything which civilization demands and art and science can supply is afforded by the city—such as telephone system, electric systems, water (finest in the South), sewerage, paved streets, parks, swimming pools, &c.

And Raleigh is the place of meeting for all the great and important gatherings and conventions and assemblies of other character which occur in the State.