

THE WEST END HOTEL AND LAND COMPANY.

AUTHORIZED CAPITAL, \$300,000.

SUBSCRIBED CAPITAL, \$300,000.

OFFICERS:

W. A. WHITAKER, President, Owner of Lucile Tobacco Works.
F. J. SPRAGUE, Vice-Pres., Pres. Sprague Elec. Ry. and Motor Co., N. Y.
CHAS. S. JOHNSON, Treasurer, Accountant.
P. M. WILSON, Secretary, Formerly State Commissioner Immigration.

BOARD OF DIRECTORS:

W. A. WHITAKER, Winston.
R. J. REYNOLDS, Pres. The R. J. Reynolds Tobacco Co., Winston.
T. L. VAUGHN, of T. L. Vaughn & Co., Tobacco Manufacturers, Winston.
P. H. HANES, of P. H. Hanes & Co., Tobacco Manufacturers, Winston.
R. B. RANEY, Proprietor Yarborough House, Raleigh, N. C.
E. L. HAWKS, Vice-Pres. and Gen. Man. Winston-Salem Elec. St. Ry.
and Light Co., Winston.
JAS. A. GRAY, Cashier, Wachovia National Bank, Winston.
S. W. JAMISON, Sec. Roanoke T. L. & S. Deposit Co., Roanoke, Va.
J. W. FRIES, V. P. R. & S. R. R. and Manufacturer, Salem, N. C.

WINSTON, N. C., September 15, 1890.

DEAR SIR:

You will make money by buying lots of the West End Company. I say so for the following reasons:

I have examined the records and consulted bank officers and people best acquainted with real estate transactions in town, and they all agree on the fact that the net advance in values of town property during each year for the past ten years has been over 33 per cent.

What other town can show this WITHOUT A BOOM?

Winston is yet to have its boom. It will do it when it gets, in addition to the 100 factories of tobacco, cotton, wool, wood, iron, &c., now running on full time, the STEEL WORKS which WILL be built.

Look at its situation. It is in 4 to 10 miles of good and immense limestone beds, on railroads, and 10 to 20 miles of the finest magnetic iron ore in this country—the famous Danbury mines—as well as the ores of Wilkes, only 50 miles distant, now developing beyond prediction since the railroad has gone through them. It is nearer by three different rail-

roads than any other town in the State to the great coke ovens of Virginia and Tennessee.

More than this, it has three railroads originating in its limits that are now in active construction, opening up new territory, all of which is being brought into direct trade with Winston through the efforts of its energetic merchants. Within a year a great through North and South line will be complete from Roanoke, Va., to Winston, and on South to connection with the South Carolina and Georgia systems of railroads; and one from Winston to Charlotte is now near completion.

Freight rates are low enough to permit Winston merchants to buy goods at great advantage, and to sell them low. I send you some pamphlets which give you other facts in detail. They are official and under the exact figures.

The West End Hotel and Land Co. owns over 200 acres of the most available lands **in** and **next to** Winston, which it has subdivided into lots and offers for sale. Prices, according to advantages, beauty and symmetry of location, will be \$1,500, \$1,250, \$1,000, \$750, \$500. The payments will be easy—one third cash, one-third one year, one-third two years.

This offers better opportunity for profits than anything of its kind. The purchaser is dealing in what he understands something about. He is near enough to it to look it over in person. He is dealing with people whom he knows personally, or about whom he can find out. Take the names in the responsible management in the caption of this letter. They represent a total of over \$1,000,000, and are recognized as among the best and most honorable business men of the State.

Again, there is no town debt. The town has voted \$200,000 to be spent in improvements, but the expenditures will not all be made at once; but if they should, taxes will not be over \$1.40 on the hundred dollars' worth of property, and the assessment of values is extremely reasonable.

The government of the town is in the hands of honest, economical officers and commissioners.

Now take the land offered for sale in lots. It consists of over 200 acres lying in and west of the town. Its eastern limit comes within two squares of Main street and the business centre, and runs abreast with the residence portion all the way round it. **Every street extended north or west must go through it.** In the centre of the Western Division of it, fronting Fourth street, in full view of the Blue mountains and dominating the hills receding to the Yadkin river valley, will stand the West End Hotel. It will be a beautiful large four-story structure, with broken roofs, Queen Anne style, fitted and furnished in hard woods, with every accommodation that can add to the comfort of its residents. This hotel will become the centre of the resident portion of the town. It is now under contract.

The lands of the Company have been laid out by a distinguished engineer, who had in consultation with him one of the most eminent landscape and sanitary engineers in America. The boulevards are built through the property, so as to develop its greatest beauty of situation, convenience of approach, and lay and drainage of lots. The number of lots has been determined to the advantage of the buyer in desirable features, rather than to that of the Company in multitude. The streets of the city now ending on Sixth street, the southern boundary of the Company's lands, will be completed in the same general direction through it, but will be widened and beautified. The Electric Railway will be constructed through the property. It now is in successful operation from all quarters of Winston-Salem to the West End Hotel. It is pronounced the most substantially built and handsomely equipped road in the whole South, and gives rapid and delightful carriage to all the Twin City's handsome churches and great schools and stores, and traverses the resident portions of the city farthest from the city square. None of the Company's lots are over six minute's walk from the street car line.

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conveniences of city life, with the best past record and with the largest future.

Over \$1,750,000 of outside money has been invested in Winston in 1890, and more than \$326,000 has been expended for new buildings to Sept. 1, 1890.

This is a fair statement of the situation and outlook. If a man wants to buy profitable real estate, with a certainty as to his principal and interest, a surety of a large interest and the best prospect in the State of a handsome speculation, he will buy Winston West End Land Co.'s lots.

Yours truly,

P. M. WILSON,
Secretary and Manager.

.....1890.

Mr. P. M. Wilson,

Winston, N. C.:

Dear Sir: Please send me a map of the lots of the West End Hotel and Land Company, now on sale, with prices attached to each lot.

Yours truly,

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.....P. O.