THE PINEHURST OUTLOOK

Rothchild, Louis F. Rothschild, Brooklyn; THE CAROLINA HOTEL

Launched on Another Season With a Good Booking

Your Friends and Mine and the Strangers Within Our Gates Are Welcomed at the Opening



I ASK you this. What does any fellow have to say about the opening of a hotel. The floors are polished, the brasses are shined, the clerk smiles benignly (if condescendingly) and the great portals swing open, and

the crowd (let us hope) flocks in. Here are golf clubs, and diaphanous net-work by the ladies' yclept wraps, and alligator bags, greetings, bell ringings, grumblings, laughter. Here is our old friend the golf fiend and his father, the magnate, with the records of his travels on his suit nearly a month earlier than people were case-and his charming daughter to whom we'd like an introduction. Here is the human barometer, critical of the faintest hint of frost, seeking a southeast exposure without the exposure. And here also our old friend Bill, bluff and hearty, that we came up to meet. He has his turkey gun, has Bill, and his eye is kindled with kindly memories of nights under the stars. Here's an old Bourbon from-but there, I'd give myself away. For after all, I am going to write a very list of those that actually did come, and are here at this minute. That's my job. And it wouldn't take a clairvoyant to discover whom I meant, if I mentioned places. Here they are, your friends and mine, and the strangers within our gates, sojourning at The Carolina Hotel this merry month of November:

Mr. John B. Bowen, Philadelphia, an old acquaintance, heads the list. Mr. and Mrs. G. A. Goddard, Boston were second and Charles F. Conn, Philadelphia, third. Mr. and Mrs. E. J. Tomkins, Peekskill, N. Y., coming in by way of Richmond in an automobile; J. S. West, passenger agent, Seaboard Air Line, Thomas Egleston, Atlanta, E. H. Jones, Richmond, Walker Taylor, Wilmington, constitute the opening scouting party.

Harry A. Waldron of Providence, T. Ashley Dent, L. M. Boomer, manager the McAlpin Hotel in New York, H. B. Curtis and Henry Kelly began the hotel golf matches.

Mr. and Mrs. Wavne Evans on a wedding journey from Philadelphia, H. S. Leonard, general passenger agent Norfolk sweaters and fancy tipped hose, also Southern, J. R. Goodall, St. Louis, Mr. half hose, and Mrs. James Crane, Great Neck, Long Island, C. D. McArthur, W. T. Mallo and Mrs. Mallo and Christine Mallo of Cleveland, Mr. and Mrs. J. F. Raymond, Plainfield, N. J., and Julian P. Smith, Montclair, N. J., all came in before the regular opening. The formal opening on the 20th, beside a host of invited guests, found registered among others:

Mr. and Mrs. George C. Dutton, Mrs. B. F. Dutton, Boston; Mr. and Mrs. Schraff, Boston; Mr. and Mrs. Ralph B. Williams, Boston; Mr. and Mrs. F. D. Wilkerson, Youngstown, Ohio; C. L. Becker, Philadelphia; W. L. Milliken, Indianapolis; Henry V. Segerman and Miss Segerman, New York; Dr. and Mrs. David Gregg, Miss Gregg and Mr. and Mrs. David Gregg, Jr., New York; Mr. and Mrs. Daniel Remick, Littleton, N. H.; Miss Laura Frost, Boston.

The Misses Rand, New York City; L. E. Newman, Cleveland; Mr. and Mrs. S. C. Brennan, Worcester, Mass.; George W. Watts and party of friends, from Durham; Robert H. Hunt, Worcester.

THE Finds That Season in Early

Quite Profitable

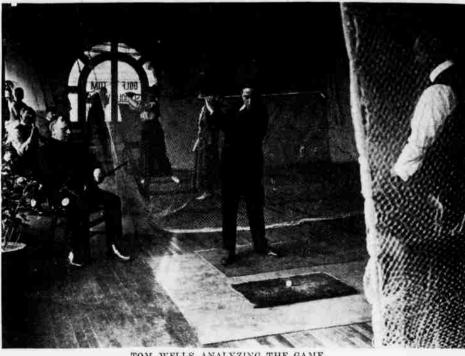
Mrs. Bliss has discovered that the hotels and not the guests set the date for the beginning of the Winter season. This year she opened on the 15th of October, wont to come into the South. The consequence was that many who appreciated that the Southern Fall is perhaps the most beautiful of all, were on hand to justify the change.



You can't play the game unless you are absolutely comfortable. Warmth means comfort and even in Pinehurst there is sometimes a chill in the air.

Castle Gate Brand wool coats mean golf comfort. They are knitted allowing them to give with every motion. They are made of finest imported wool which makes them light, warm, and durable as iron.

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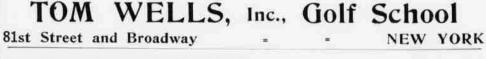
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The St. Andrews Golf Bag for Togs and Clubs, with Combination Traveling Hood (something new), \$13.50

Write for Illustrated Booklet No. 10





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