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## Pinehurst's Influences

BION H. BUTLER

One of the big influences that Pinehurst has exerted over the community which surrounds the village is the specialization of industry along a definite and intensive line. The poultry, hog, cattle and fruit farmers are as highly successful as men are in any branch of farming in the state, and much more so than in some sections, and much of the farming of the Pinehurst section has raised to something more definite than plain farming. In the Berkshire hog field the Pinehurst region is wholly alone in its class. But all over the county and in the adjoining counties Berkshires have become numerous where a few years ago the razorback was the exclusive hog type. Now the razorback has practically disappeared, and the Berkshire is as typical of hogs in Moore County as the razorback was when Pinehurst was commenced.

This is a rather pronounced and startling substitution of the modern for the inefficient old type, but it has so thoroughly spread over all of the country around Pinehurst that the stranger would never suspect the swiftness of the change. Today in what was a stronghold of the razor back a quarter of a century ago the Berkshire wins premiums amounting to more than \$3,000 at the village fair, and Berkshire hogs are assembled from as far away as New England and the Pacific coast, and men gather from all sections to exhibit their select stock or to buy that which is offered here. This is one of the marked influences that Pinehurst has exerted, and it is as important in its way as the development in social and other directions.

Another impression Pinehurst has made on the neighboring country is that of the Ayrshire cow. When the first Ayrshire came to Moore county the breed was little heard of here. But the Pinehurst cows gradually made their virtues known, and people began to realize that there are other cows than Jerseys, and other uses for cows than simply making butter. So the Ayrshire cow, is a producer of more milk than the Jersey, and of a quality that is of high rating, became acquainted with the farmers and town folks and they found the Ayrshire an animal of so many good traits that the Ayrshire is now prominent in all the vicinity, and she has made a place for herself that is a wholesome help to every community in which she enters. I have no desire to disparage the Jersey, or any other good cow, but the Ayrshire is a hard cow to beat for general uses, and she is gaining ground as fast as she is known.

Pinehurst is also doing the same sort of missionary work in the poultry line. Before Pinehurst grew up a chicken was a chicken, Now to be a chicken a chicken must be a real chicken, and a broiler instead of being a joke must be of proper size, age, weight and quality. At first people laughed when Pinehurst brought broilers from Boston, for fryers were the ideals of chickens in this sec-

tion, and anything was a fryer that was big enough and not too old to stand for. One fryer could be twice as big as another, but both were fryers. Now the broiler has set some demands. It must be big enough, but not too big, and it must be tender, and plump, and a real broiler. A real broiler brings money. Chickens when Pinehurst started were worth ten to fifteen cents, and that included all sizes from the little peet to the old hen. Pinehurst has shown the farmer that he can raise real chickens and get more money for one than he used to get for half a dozen of the mine-run kind. So the Sandhill chickens are taking prizes at the fairs and money at the meat shop, and there is a substantial evidence of what Pinehurst is doing.

The peach orchard started about the time Pinehurst was projected. The orchard had a hard struggle, but as men of means and energy began to drop into Pinehurst they saw the possibility of the peach and they put money and enthusiasm into the possibility. The peach orchards of the Sandhills are largely backed by men who got their first knowledge of peaches in their construction from a visit to Pinehurst. The outcome of that is such an orchard development that the North Carolina Sandhills promises to be one of the foremost peach regions on earth, and particularly of the kind of peaches that gave the peach its name. When Adam was naming the animals and things away back in the garden of Eden he would have known at first glance what to call a peach if he had seen a Sandhill Elberta or Georgia Belle.

Now it is to be remembered that all of this progress has been made in a section so poor the tax collector could not afford to collect taxes on commission unless he had some other job to make a living. It is not hard to understand that making a thrifty farm neighborhood has been a good job. Pinehurst has not done all of it, but there is no discussion over the fact that Pinehurst has been the actuating force of much of the improvement in these and many other lines on which Moore county has advanced. Not the least of these is the Sandhills fair. From a crude and seemingly impossible dream the fair has grown to be a feature of North Carolina. When Fall rolls around and the other fairs and carnivals have had their little fling and passed along the Sandhills fair comes on with something different, and the people gather in greater numbers than any other place of the same size in the state. The Sandhills fair at Pinehurst is now known all over the state as a distinctive type of fair, after a pattern unknown elsewhere, and probably one that folks think could not be maintained elsewhere. Whether it is true that the same kind of a fair could not be carried on at other points may be open to doubt. People are much the same everywhere. But Pinehurst is nevertheless alone in the peculiar kind of

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