

A New Day Commenced

(By BION H. BUTLER)

RECENT events show that the hesitating movement in the Sandhills country that followed the war has gone by, and a new day has commenced. This is marked by several things, but by nothing more certain in its evidence than the activity in the buying of land. The auction sale at Pinehurst where several acres on the Carthage road, cut into building lots of suitable size, was sold to persons desiring sites for homes, was a swift transaction, everything going quickly and at prices that were up to all expectations if not above. This tells that the confidence of the buyers in the future is perfect, and that growth is to be continuous.

The winter season has been probably the best the Sandhills country has ever known. The number of visitors has been as great as all the facilities could care for, and the interest shown continues to grow. The new houses built during the last year shelter more people, and buyers of building sites in all the Sandhill country are increasing, and the prices paid for sites goes higher. The type of houses built becomes on the whole a little more ambitious. The general air of the whole scheme has this note about it.

Everything shows a more developed character, and suggests a continuation of this influence in the continuing growth. Lawn and landscape work transform wild features of the land into attractive plats and village neighborhoods. Roadsides take on more park effects over longer distances. In the country beyond the village boundaries the effort at improvement is getting results. Roads are steadily getting better under the formula used by Frank Page and George Maurice. The crudeness of the new settlement has disappeared, and the growing trees and shrubs, the grass covered open spots, with the wide variety of architecture, tell of an established order.

I saw a picture a few days ago of Pinehurst when the shrubbery had been growing but a short time, and all the buildings stood out in startling nakedness. It is different today, and if a new house goes up, and its shrubbery is young yet, the surroundings of the buildings in the vicinity divide with the newcomer that finished appearance that tells of being ready to use. This has an inviting look when the stranger or the old-timer gets a glimpse of the mass effect. So people are more interested in the Sandhills by the more finished homeyness that is manifest. They see the worth of a home in such a place, and they do not hesitate to pay money for a building site or a bit of orchard, or a speculative investment of big or little dimensions. And so the prices for land are steadily strengthening, and as is always the case, as prices show firmness the confidence of the prospective buyer is reinforced by the contagion.

I have known the Pinehurst section since the day when James W. Tufts bought his wiregrass land, and have watched the development of the neighborhood. But in all the quarter of a century the prospects for the future have never stood on so firm a footing as this year. The business conditions of the country are better now than at any time in history. The production of the nation is greater. Freight loading is climbing up to new figures. Bank clearings are making records. A prominent manufacturer said to me last week that the effects of prohibition are remarkable in both the help given to efficiency and continued production, and also in the sustained demand for product. Better business brings more people from the North to this portion of the South which is easy to reach. It puts money into the hands of more people who want to make winter homes here when they get here. Then the Pinehurst neighborhood is so well equipped with all the modern conveniences that nothing is left to be desired. So the newcomers secure building sites, and the gradual extension of the village limits, not only in Pinehurst, but in Southern Pines and the other villages create broadening confidence and buyers are willing to pay more for what they want.

That willingness to pay a rising price is the sign of confidence, just as the increasing number of buyers is. Ten years ago the man who had a winter home here in the Sandhills had something that was personal. Today the man who has a piece of property has something that is no longer personal, but is property, which is a convertible commodity. It has proven its value, and if for one reason or another the owner cares to dispose of it other people are familiar enough with the worth of a home here to be ready to consider the purchase of it. Land values have become tangible instead of personal and the man who has any kind of real estate has that which is flexible and mobile.

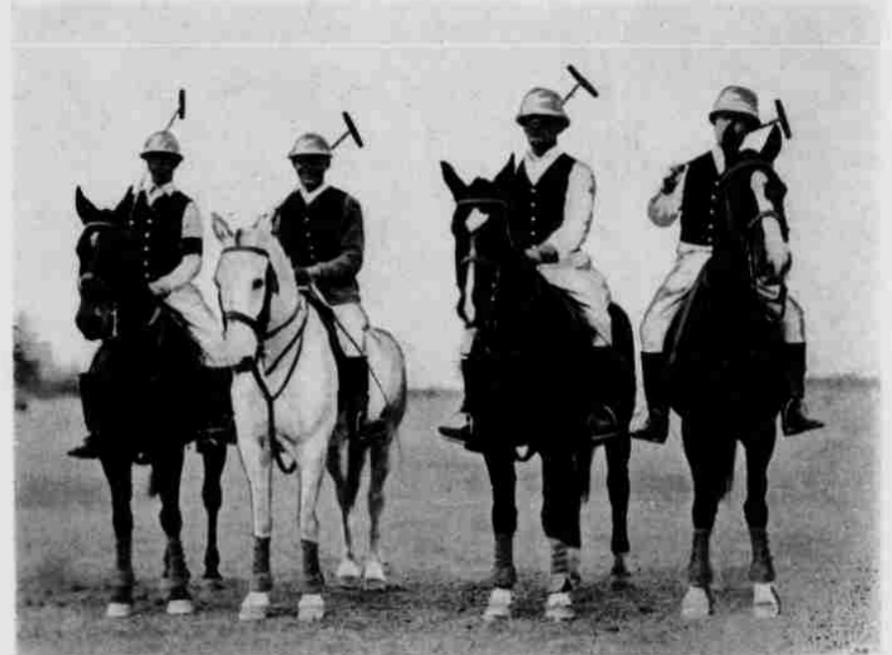
That is why the situation to me seems better than at any time since the first attempt was made to interest folks from the North in Moore county climate and out doors. Twenty years ago the whole thing was like trying to crank one of the refractory cars that were contrary about winding up in those days. But now the momentum that comes from the automatic influences of multiplied population and the better co-ordination of all parts of the community machine make it start off like the modern starter. In the Sandhills now you step on the lever and away she goes.

The 1923 model Moore county has the self-starter developed to the highest degree.

British Poloists Arrive

THE English International polo team, comprising F. W. Egan, captain; Capt. Kenneth McMullen, Capt. W. F. Homan and Capt. L. F. Walford arrived in Pinehurst the first of this week and will inaugurate its outdoor season with four matches here against the Blue and Green teams of the Sandhill Polo Club.

The English team will be mounted by the local club and will be opposed in the first game by the Sandhill Blues, comprising John W. Latting, Richard S. Lovering, John A. Tuckerman and W. V.



MEMBERS OF THE SANDHILL POLO CLUB WHO WILL FACE THE ENGLISH INTERNATIONAL TEAM AT PINEHURST THIS WEEK.

They are, left to right: John W. Latting, John A. Tuckerman, W. V. Slocock and Richard S. Lovering.

Slocock. Then will follow a game against the Green team, comprising Major Rhinehart and Major Batson of Fort Bragg; Major Duval, of Pinehurst, and James L. Brece, of New York, and after a rest for a day the festivities will be resumed with another game against the Blues and so on.

The visitors arrived here Sunday and spent the day looking over the place, inspecting the playing fields and ponies, which they pronounce in fine shape, and were very much pleased with the facilities here. Many social functions have been arranged for them and their stay in Pinehurst promises to be a busy one.