

## Pinehurst in Autumn

(BION H. BUTLER)

PINEHURST has gradually made a discovery, and one that is of the highest importance to the whole of North Carolina. It is that the Sandhills country is an excellent place to find an attractive climate in October as well as later in the season, and in May as well as in December. Once the theory was that the visitor from the North was interested in the South only in the brief period from the Christmas holidays until perhaps around Easter. But this year the Carolina hotel at Pinehurst opened in October, and to the surprise of most people it started off with a good patronage, and by the time it had been accustomed to open a few years ago it was running in full blast this year and with several weeks of prosperous business already cared for.

It takes a long time to realize the value of a new discovery. For years and years the migrants to California in the gold days plodded along the weary and difficult trail to the Sacramento valley. They toiled over the mountains of Colorado, and out past the Sierra summits on the edge of Nevada, until one day years later some one found the silver carbonates at Leadville in Colorado and the silver ores of the Comstock in Nevada, and then the great mining developments broke out where wagon train after wagon train, with their innumerable people, had gone over the great wealth under foot, never suspecting that fortune was passed by day after day in pursuit of the treasures much farther distant.

In the North Autumn brings magnificent weather in September and October. But by November conditions are changing, and foreshadowing winter begins to lay his rough hand on the country. In North Carolina Sandhills October and November come close to being perfection of weather. All of the fine opportunity for outdoor amusement and sports at Pinehurst is in ideal condition then. The Indian summer of the northern mountains has shifted to the foothills of the Carolina Piedmont and nowhere on earth is the climate more enjoyable than here about Pinehurst at that time. Gradually the people are discovering this fact, and gradually the fall visitors are beginning to forestall the winter visitors by getting to Pinehurst in October and November instead of waiting until the season has advanced, and then simply running away from



*Mrs. W. L. Pierce, of Charlotte, a First Division Participant in This Week's Carolina Tournament*

what is intolerable in the North. The Carolina opened this year in October, in time for the Sandhill fair, and it began to fill up at once, showing that the people are ready to utilize the facilities for outdoor entertainment at Pinehurst as quickly as those facilities are available.

To me this seems a forward move of more than common significance. Here in Moore county is a great development for the entertainment of the people who want to increase their opportunities for being out of doors. In the past it has been the belief that the Moore county resorts are suited for but a limited season in the middle of the winter. But it is proving that the season is extending by its own force until now it is reaching from October into May, and that makes the biggest difference in the world. A season in which the plant and equipment can operate seven or eight months in the year is on a wholly different financial basis than where the plant can run but three or four months. The overhead charges are distributed over a much longer time, and the chances for a profitable business are so decidedly increased by that greater length of operation that right there is found the difference between success and failure.

Most of the summer resorts do not pay. The season is too short. Atlantic City, which has learned that the season can be extended beyond a limited number of weeks in the middle of the year, is one of the few summer resorts that are actually profitable to the people who care for the visitors. But if the Sandhill resorts can get the people to know that here is not only a winter resort, but likewise the place where fall and spring are equally as desirable as the midwinter season, a benefit will be conferred that will be worth a lot to the big population of the North that has regarded the outing year as having two periods, the one the middle of summer in the North and the other the middle of winter in the South.

This discovery has been coming fast in the last couple of years. One feature of it is that people both north and south are finding out that in Moore county October, November and December are

*(Continued on Page 11)*



*Miss Louise Fordyce who lost a hard battle to Mrs. Stevenson in the Finals of the Carolina Tournament*