

The Pinehurst Outlook

PINEHURST, MOORE COUNTY, NORTH CAROLINA.

"CITY OF THE IDEAL!"

Pinehurst's Unique Position Among
World-Famous Resorts.

"Its Creation the Crowning Achievement of a Life of Usefulness and a Monument to Its Founder."

WE are journeying toward the City of the Ideal. We never expect to reach it, but the "Suburbs are Very Pleasant."

The journey would not have been in vain had it been toward Pinehurst, the Village which is Ideal when judged com-

paratively; the creation of the City of the Ideal, which the late James W. Tufts saw clearly in his own mind. It was a monstrous task, the crowning achievement of a life of usefulness, and Pinehurst will ever stand a monument to its founder; more lasting than tablet of bronze; limitless in its influence for good; inestimable in its value to humanity!

There will ever be a volume of beautiful sentiment expressed in the simple lines which appear on all Pinehurst advertising literature and letter-heads:

FOUNDED BY
JAMES W. TUFTS.

The term "health resort" as applied to

opportunity to be in the open air almost every day of his life."

In brief, Pinehurst is a resort for people who love the glorious sunshine, pure exhilarating air, and God's out of doors; those who love Nature for Nature's sake, and wish to live close to her; those who love sport—golf, shooting, tennis, riding, driving, tramping; those who realize that exercise, pure air, bright sunshine, proper food, congenial surroundings and necessary comforts, are the Creator's remedy for the ills and worries of life. And in furnishing all these Pinehurst is the City of the Ideal for which so many are searching.

Realizing this need of humanity and anxious to make the search a reality, not a myth, the late James W. Tufts, of Boston, Mass., joined in the quest for the

COMPLETE UNTO ITSELF!

Pinehurst is Now the Best Equipped
Resort in the World.

Important Work of the Past Summer
has been the Development of the
Various Utility Plants.

WORK upon the well-defined plan which aims to make the Village of Pinehurst complete unto itself, by supplying practically, its every need, has made marked advancement during the past summer, and the present season finds the Village prepared to care for its



A GLIMPSE AT "THE CITY OF THE IDEAL" —LOOKING TOWARDS THE DEPARTMENT STORE—THE CAROLINA IN THE DISTANCE.

paratively—and all things are comparative; Ideal because it is unique, under one ownership and management; perfectly equipped in accordance with modern standards; containing all of the best features of the typical New England Villages after which it is modelled; standing absolutely alone as the only resort of its kind in the world!

Combine all this with a perfect winter climate—pure, invigorating air, and bright sunshine—and a delightful location, and in the sum total lies the open secret of the remarkable success of this now world-famous winter resort.

And all this was possible only because its character was shaped by one man; a broad-minded, far-seeing, humanity-loving man; a man of wealth; a man whose chief aim was to benefit mankind. The completed result is the triumph of indi-

Pinehurst, in a strictly literal sense, is a misnomer. Dr. Edward Everett Hale puts the matter very clearly in his tribute:

"There is no fountain of health in Pinehurst, except so far as the fresh air and bright sunshine of the good God are a perpetual fountain everywhere. There is no hospital there; it is no sort of a sanitarium. It is not, therefore, a place to which sick people who ought to be at home under the care of their own doctor, should go.

"On the other hand, it is an excellent place for a lazy person to go, or for a person who, not being lazy, has for the time, overworked himself; who has seen too many people, or who has heard too many door bells.

"What he will gain which he would not gain elsewhere, for instance, is the

City of the Ideal; journeyed to find a place to which people of the wintery North could escape, and in the midst of proper surroundings still find the comforts to which they were accustomed and which are so essential to health and happiness. At last, the quest was successful, and in the midst of a great "sand desert", so-called then, in the Thermal belt of the long-leaf pine region, in the highest and driest part of Moore County, North Carolina, the desired location was found, and this oasis created.

Thousands of acres of land were purchased and the Village laid out in accordance with plans of leading landscape architects. At first, a small but well-appointed hotel, The Holly Inn, numerous family cottages, and a few public buildings were built, and from this

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winter colony better than ever before; the best-equipped winter resort in the world!

The most important of this work has been in connection with the development of the Utility Plants: The Dairy Farm, Poultry Farm and Market Garden, and the results have been most satisfactory.

Experiments upon one hundred and fifty acres of land cleared for farming last year, have proven conclusively that the soil is adapted to a high state of cultivation, when the work is done scientifically. During the summer six hundred crates of tomatoes, four hundred baskets of beans, sixty barrels of white potatoes, twelve hundred bushels of sweet potatoes, three car-loads of watermelons, three hundred crates of canta-

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