

"EVERYBODY" RIDES HERE

Old and Young, Men and Women, Find
Pleasure in the Saddle.

Popularity Responsible for Many
Novelties, Gymkhanas and Merry
Picnics Leading.



HE prominence given horseback riding is one of Pinehurst's most popular attractions, for the sight of horse and rider is always a welcome one in any land and any clime; the harmony and fitness, the grace and action, the spirit and joy of it appealing to all; a sort of magnetic contagion that either sets one's steps toward the stable or makes one look wistfully toward it.

And "everybody" rides here, men and women, youths and maidens, boys and girls; all with color in their cheeks and merriment in their eyes; bright spots on the landscape which blend with the whole in emphasizing the real joy of physical life and its activities.

As a natural consequence of the popularity of the pastime, the sport or the art, whichever you may choose to term it, have come many novelties, giving special interest to this side of Village life which is not to be found elsewhere.

First of all are the gymkhanas, created in India but perfected in Pinehurst, and so successfully developed that ideas originated here have been copied throughout the entire country; there practically being no limit to the novelties which have been worked out in the various programs arranged each season, with no indication of a lack of supply for years to come. First, last and always the aim is to entertain, and the entertainment includes both participants and onlookers; the onlookers numbering the entire Village, for Pinehurst turns out en masse on gymkhana days. Feats requiring nerve and skill, fleet races which bring the crowds forward like an incoming wave, laughter provoking contests and events calculated to make everybody appear at as great a disadvantage as possible, are all happily combined, never failing in interest or novelty.

Next in importance come the "saddle picnics" or days afield at distant points of interest, a score or more of merry people, all upon pleasure bent, participating; the start in the early morning and the return in the late afternoon, with a noon-day lunch beneath the pines—days which live in memory.

Round about the Village in every direction, many roads lead away toward the beckoning Beyond, roads which twist and turn through groves of pine, acres of oak, broad lowlands, wide expanse of plain; passing gleaming ponds with their picturesque mills, fording streams in which the golden sand gleams; with here and there saw mills, turpentine stills, tar kilns, grist mills, vineyards, fruit orchards and the quaint homes of the natives and their interesting occupants.

Largely in the majority, among the devotees of riding, are the women, with the

cross saddle and the divided skirt in almost universal use; an equipment which one soon recognizes, no matter what the prejudices, as the most healthful and practical, with fully as much grace and far more sensible than the costume which dame fashion has been successful in decreeing until within recent years. One finds also a few on the side saddle and occasionally the more modern habit fashioned after the pattern of the men's rig, with long coat, breeches and boots.

Suits of crash and linen in their natural color, mixed goods of light weight for moderate temperatures, heavier broadcloths and tweeds for colder days, and the rough-and-ready rig for swift gallops; skirt, shirtwaist and no hat, all are seen. Upon more formal occasions one finds the derby, and, frequently, the Colonial hat, but the sailor, in straw or patent leather, is mostly worn; giving a jaunty and effective touch to the general scheme. Coats of good length rule in nearly all cases, the frock being more in evidence than the cutaway.

From all sections of the country riders come, and one finds the English, the polo and the army seat, but almost invariably, equestrians which one feels, at a glance, are masters of the art. There are also the children and the riding master; those who are out for exercise and for pleasure; the whole combining to make as cosmopolitan a throng as one could find upon the famous saddle path of Central park.

ADVERTISING MEN COMING.

January 16, 17 and 18 Selected for
Annual Golf Tourney.

The advertising men are planning their annual golf tournament upon January 16, 17 and 18, immediately after the annual midwinter contest.

A wealth of trophies will be offered, and in connection with the tournament events there will be the usual features.



"THE DIVIDED SKIRT IN ALMOST UNIVERSAL USE."

THE CAROLINA

PINEHURST, N. C.



The Carolina is a magnificent four-story building completed in 1900. The interior is a model of elegance, with appointments calculated to suit the most luxurious tastes. The hotel accommodates four hundred guests and is provided with fifty-four suites with bath. The cuisine and table service are unsurpassed.

The house contains every modern comfort and convenience, including elevator, telephone in every room, sun rooms, steam heat night and day, electric lights, and water from the celebrated Pinehurst Springs, and a perfect sanitary system of sewage and plumbing.

H. W. PRIEST, Manager.



The Berkshire,

PINEHURST, N. C.

The Berkshire is a modern hotel, delightfully located with all conveniences for health and comfort; running water from the celebrated Pinehurst Springs, bath rooms, steam heat, open fires and electric lights and sanitary plumbing. The guests apartments are comfortable and home-like and the public rooms large and attractive. The cuisine and service is of a high standard.

F. C. ABBE, MANAGER.

Special Handicraft Shop

Attraction for Pinehurst.

We respectfully announce that the HANDICRAFT SHOP will open December 9th, again under the management of Mr. George F. Fosdick, with a large and attractive exhibition of Arts and Crafts products, offered at reasonable prices, and admirably adapted for Holiday gifts and valued souvenirs. New and original collections of Handicraft work, never before shown in Pinehurst will be shown. SPECIAL ATTENTION being called to selections of hand work, including examples by children as well as adults.

We also take much pleasure in announcing that from about January first throughout the season, we shall make our Shop still more attractive from the entertainment standpoint, through the installation of an experienced native weaver who will be at work upon the native old-fashioned loom upon a variety of textile products, as well as skillful workers in basketry and wood work of all kinds; features not only entertaining but instructive as well; the revival of an art which was fast passing from view in the South previous to the coming of the Arts and Crafts movement.

Our Shop is not only a "Handicraft Shop", but "handy to get at", through its location in the General Office Building, and everybody is welcome.



BRETTON WOODS

In the Heart of the
White Mountains

The Mount Pleasant The Mount Washington.
Anderson & Price, Mgrs.