



HOTEL TRAYMORE.

Atlantic City, N. J.

ALWAYS OPEN FOR THE RECEPTION OF GUESTS.
HOTEL TRAYMORE CO.

CHAS. O. MARQUETTE, Manager.

D. S. WHITE, President

If You Desire the Best

in FIRE Insurance, you cannot go wrong in buying yours at this agency.

The Liverpool and London and Globe
The Home Insurance Co. of New York
The Hartford Fire Insurance Co.

have not been weighed in the balance and found wanting. Ask the man who has suffered a loss by fire, while insured with them. **Farm Lands, Fruit Lands, City Properties and Investments.**

[Agent for

The Travelers Insurance Co., of Hartford, Conn.
FREDERICK BLOOMER
Southern Pines, N. C. Real Estate and Insurance

**Pinehurst
Livery and Garage**

**BEST EQUIPMENT IN THE
MIDDLE SOUTH**

**SADDLE HORSES
A SPECIALTY**

HOUSE FOR RENT.

Beautifully located. Among the Pines, Water Excellent and Abundant, Garage and Stables. At Jackson Springs, N. C., within 11 miles of Pinehurst, on the Capital Automobile Route, a house with ten rooms and bath, hot and cold water, and either fireplace or stove in each room. Furnished throughout. Near Station. Rent reasonable. Apply to M. A. Bennett or Mrs. Mary E. Baxter, Jackson Springs, or S. A. D. Sheppard, Pinehurst, N. C.

**THE MOST DELIGHTFUL SUMMER RESORT IN THE WHITE MOUNTAINS
BETHLEHEM, N. H.**

No better place for rest and recreation. Every amusement and sport common to resorts is found here, while the natural advantages and scenic beauties are unsurpassed.

Is one of the best of the many home-like hotels at a moderate price. Splendid location—excellent cuisine—modern in all its appointments. Fine golf links, tennis, baseball. Long distance telephone. Auto livery and Garage. Furnished Cottages for rent, \$250 to \$700.

WINTER: The Berkshire, Pinehurst, N. C.

F. C. ABBE, PROPRIETOR.

The Magnolia,

PINEHURST, N. C.

Steam Heat, Electric Lights, Excellent Table

J. L. POTTLE & SON

SOUTHERN PINES HOTEL,
Southern Pines, N. C.

Under new management, Electric lights, Steam heat and call bells in all rooms. Golf, tennis and croquet. First-class table and service by white girls from the North. For rates, etc., address

J. L. POTTLE & SON

Special Display of Semi-Precious Stones

in hand-made mountings both gold and silver comprising: Brooches, Barm-pins, Rings, Pendants, Earrings, and Seed-pearl work. All real stones. You are cordially invited to call and inspect our line whether you wish to purchase or not. It is a pleasure to show our goods.

A. J. RANKIN & CO. - Jewelers and Silversmiths

DEPARTMENT STORE BUILDING, PINEHURST, N. C.

Stores: White Sulphur Springs, West Va., Roanoke Va.

VILLAGE IS FAIRYLAND ITSELF

**Announcement of Carolina Opening
December First is Good News**



WITH THE closing of The Carolina is annually, the beginning of the end; visitors leaving with a thrill of pleasure this year because of the announcement of the opening of the hotel December first next. As usual the smaller boarding houses will care for early comers and, undoubtedly, the big hotel itself be prepared to look after those who desire to come "informally" in advance of the date named.

At The Inn are many all-season sojourners; lingering for the closing season: Mr. and Mrs. T. J. Check, Mr. and Mrs. L. F. Singleton, General and Mrs. J. B. Kerr, Mr. and Mrs. M. Meyer, Mrs. C. S. Waterhouse, Mrs. W. H. Weeks, Mrs. William Ross, Mr. and Mrs. N. W. Bloss, Miss O. D. Smith, of New York; Mr. and Mrs. J. W. McArdle and daughter, Mr. J. W. Aylesworth of East Orange; Mrs. W. H. Collins and daughter, of Montclair; Mr. and Mrs. H. B. Powell and Mr. C. N. Powell, of Morristown; Mr. and Mrs. A. T. Thompson, Mr. E. G. Shirmer and son, Mrs. A. J. Mudge, Mr. N. W. Dean, Mrs. G. M. Joyce and daughter, of Boston; the Misses Houston, of Springfield.

Dr. and Mrs. J. Norman Henery and family, Mr. Alex. P. Brown, of Philadelphia; Mr. and Mrs. A. C. Marten, Mrs. A. C. Marten, of Pittsburgh; Mr. and Mrs. R. S. Waghman, of Washington; Mrs. E. C. Fisher and daughter of Norwood;

**THE BEST AID
TO A HIGH SCORE
THE SMITH & WESSON
Single Shot Target Pistol**

The S. & W. target pistol with automatic shell ejector, rebounding lock, and adjustable target sights, is the final triumph in the production of a thoroughly accurate target pistol. Its recommendation by the committee, and its wide use by experts are significant testimony to its high-score efficiency. The .22 long rifle cartridge gives the best results with this arm, but it is also bored for the regular S. & W. .32—10—88 and .35—16—146.



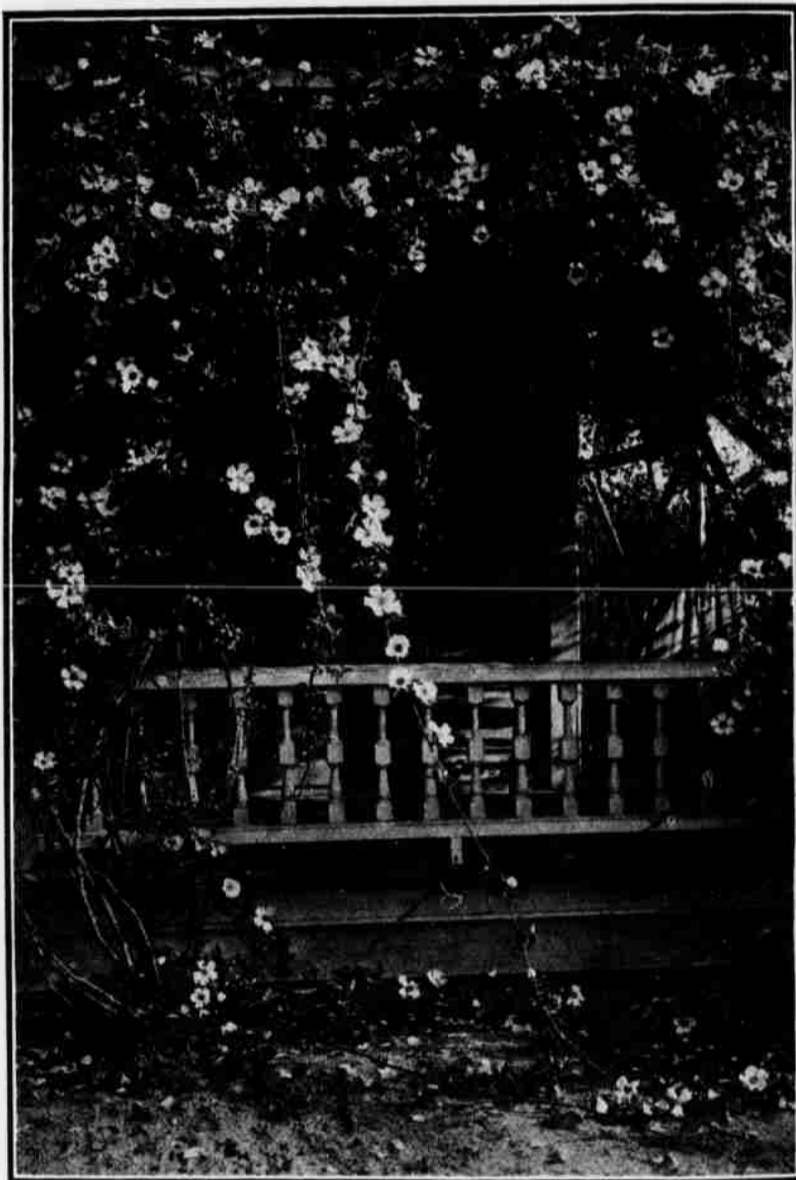
This monogram appears on all genuine Smith & Wessons.

FOR SALE by the PINEHURST GENERAL STORE

or

SMITH & WESSON

37 Stockbridge Street, Springfield, Mass.



"THE CLAMBERING CHEROKEE ROSE"

Many affairs are claiming those who linger throughout the month, happy in the consciousness of the wealth of floral beauty which transforms the place into an old fashioned garden. Above shady verandas the fragrant wistaria nods greeting to the clambering Cherokee rose, while roads and path shrubbery sparkles with myriads of delicate blooms, with ever and always the dogwood backgrounded by distant pines or azure skies. Surely Spring's awakening could not be more entrancing in Fairyland itself; a recollection ever to be cherished.

Mr. and Mrs. H. K. Chapin and family, Mr. and Mrs. T. C. Moulding, Mr. and Mrs. Wm. Sutherland, of Chicago; Mr. and Mrs. F. W. Tanner, of Toronto; Mr. and Mrs. F. W. Tanner, of Toronto; and Mr. and Mrs. R. E. Harris of Halifax; and Mr. and Mrs. Geo. E. Bristol and daughter of Hamilton, Ontario.

Miss Florence Bennett of Binghamton, Mr. John D. Armstrong, of Buffalo; Mr. and Mrs. H. C. Caswell, of Parkersburg, W. Va.; Mr. and Mrs. E. A. Tracy, of Coventry, Conn.; and Miss F. Cutler, of Stonington, Conn.; Dr. G. C. Bailey and Miss Baily, of Hartford; Mr. and Mrs. Mayson Evans, of Youngstown; Prof. and Mrs. Maynard Metcalf and family, Mrs. Mary C. Wilder and family, of Oberlin, N. H.; Mrs. Charles Higley, of Cleveland; Mr. E. J. Spaulding.