

REPUTATION ON THE MOVE

Pinehurst Has Made Ancient Game the Modern Resort Recreation

North, South, East, and West Its Preeminence is Recognized by the Golfing World



PUBLICITY has been aptly styled "Reputation on the Move!" ¶ The best example to-day is Pinehurst golf for not alone is its reputation international but by example, it has made the ancient Scottish game

the modern resort recreation; winter and summer. ¶ Fame is very largely established through indications, and among the many in this particular instance we note a California golfing resort which styles itself "The Pinehurst of the Pacific." A few weeks ago Mr. Henry S. Hale, the millionaire owner of The Balsams, farthest north of White Mountain resorts, told me his ambition was to make Dixville Notch "The Summer Resort Pinehurst." To bring this about he is building an eighteen hole course which golfers are already "talking about" in spite of the fact that only nine holes are promised in completed condition for the summer season of 1914. Further, Mr. Hale knows just where he will locate a second course which he feels quite sure will follow, and course No. 1 has been laid out with this idea in mind. Not long ago I learned that conservative Poland Spring was increasing its nine hole course to eighteen in recognition of the fact that golf is the leader among recreations enjoyed by guests at this famous American Spa. ¶ I might go on indefinitely.

Years ago Pinehurst paid Scottish tribute as "American's St. Andrews." Today a Western winter and a Northern summer resort return the compliment — "Reputation on the Move!" ¶ Not alone to the tournament and the non-tournament player does the game here appeal as "golf for golf's sake" but best of all, it adds yearly to its ranks hundreds from all classes who have not known its pleasures. Herein lies the direct influence which Pinehurst golf has exerted in the national resort field. Two clubs for men and women within a club, indicate the game's popularity. Three eighteen hole courses and a fourth in process of construction, with six holes open for practise play, but suggest the equipment. We use the word advisedly for golf here is like the Yellowstone, it must be seen to be appreciated. Pen description is idle—unnecessary—its reputation is established. At least a dozen members of your own club have told you all about it. What can we add in the way of detailed information except an outline of the summer's work which is printed on page 12, and the season's program of tournaments:

THE PROGRAM

TENTH ANNUAL AUTUMN—December 3, 4, 5, 6—Sterling cup for best qualification score, President's and Governors' cups to division winners, sterling cups to

first division runner-up and consolation winner, silver medals to second division runner-up and consolation winners.

TENTH ANNUAL HOLIDAY—December 27, 29, 30, 31—Gold medal for best qualification score, President's, Governors' and Secretary's cups to division winners, sterling cups to first and second division runners-up and consolation winners, silver medals to third division runner-up and consolation winners.

ELEVENTH ANNUAL MIDWINTER—(Pinehurst System) January 6, 7, 8, 9, 10—Gold medal for best qualification score, President's, Governors', Secretary's and Treasurer's cups to division winners, sterling cups to division runners-up and consolation winners, sterling cup for division winners in consolation overflow tournament.

GOLF COURSE CONSTRUCTION PRESENTS MANY DIFFICULTIES



GRADING A PUTTING GREEN—DRAINAGE PIPES IN MOIST LAND

TENTH ANNUAL ST. VALENTINE'S—(Pinehurst System) February 3, 4, 5, 6, 7—Gold medal for qualification score, President's, Governors', Secretary's, Treasurer's, Captain's, Club and two special cups to division winners, sterling cups to the first, second and third division runners-up and consolation winners, silver medals to division runners-up and consolation division winners in the remaining eight divisions, sterling cups for division winners in consolation overflow tournament.

EIGHTH ANNUAL ST. VALENTINE'S—(women)—February 11, 12, 13, 14—Gold medal for the best qualification score, sterling cups for division winners and runners-up in divisions of eight.

TENTH ANNUAL SPRING—(Pinehurst System)—March 2, 3, 4, 5, 6, 7—Gold medal for best qualification score, Presi-

dent's, Governors', Secretary's, Treasurer's, Captain's, Club, and four special cups to winners in ten divisions, sterling cups to first, second, third and fourth division runners-up and consolation winners, silver medals to division runners up and consolation winners in the remaining six divisions, sterling cups for division winners in consolation overflow.

TWELFTH ANNUAL UNITED NORTH AND SOUTH CHAMPIONSHIP—(Women) March 21, 23, 24, 25, 26—Gold medal for best qualification score, Championship, Governors', Secretary's, and Treasurer's cups to division winners, and sterling cups to runners-up in divisions of eight.

FOURTH ANNUAL "UNITED" AMATEUR PROFESSIONAL—(Four-ball, best ball)—March 27—Cup for amateur in leading pair, one hundred, fifty, and twenty-five

dollars for leading professional scores.

FOURTEENTH ANNUAL "UNITED" OPEN CHAMPIONSHIP—March 28—Championship gold medal and one hundred dollars to winner, fifty dollars to second, and twenty-five dollars to third with special prize of twenty-five dollars for the best eighteen hole round.

FOURTEENTH ANNUAL "UNITED" AMATEUR CHAMPIONSHIP—March 30, 31, April 1, 2, 3, 4—Gold medal for the best qualification score, Championship, Governors', Secretary's, Treasurer's, Captain's and Club cups to division winners, sterling cups to division runners up and consolation winners.

SIXTH ANNUAL MID APRIL—April 9, 10, 11—Sterling cup for best qualification score, President's and Governors' cups to division winners, cups to runners-up, and consolation winners. Silver medals.

THE POPULARITY OF TENNIS

Midwinter Championship is a Leader Among Country Club Tournaments

All-Inclusive Program of Events for Men and Women Rounds Out Week from January 26 to 31



TENNIS is fast attaining prominence among winter resort recreations ¶ Note the distinction implied by the word, for such "sport" becomes to the vacationist, suggesting as it does activity in God's Glorious

Open. ¶ In three short years Pinehurst's annual Midwinter Championship has attained national importance, one of several similar meetings which now claim the attention of experts during the winter months. ¶ Thus early this season's tournament is anticipated as one of the features of busy January. ¶ January 26 to 31, inclusive, are the dates selected and the trophies offered for events including men's singles and doubles, women's singles and doubles, and mixed doubles, are a lavish array. An innovation of the present season is challenge cups which must be won in three tournaments before ownership can be obtained.

The Country Club tennis program also includes the second annual St. Thomas Tournament, December 16, 17, 18, and 19, with women's and men's singles, mixed and men's doubles on the program. ¶ Women's singles are scheduled for February 18, 19, and 20, with a similar event for men on February 25, 26, and 27. ¶ The annual Club Championship which occupies the full week from March 9, to 14, rounds out the season, the events including men's and women's singles, mixed and men's doubles. ¶ In addition to the Country Club's superb equipment are courts at The Carolina and Holly Inn, and always play holds fascination for onlookers; numerous informal or invitation events pleasant features from December to May.

Westgard's Auto Route Connections

(Concluded from page eight)

Mr. Westgard briefly sums up good road automobile connections from Pinehurst to other touring routes as follows: 81 MILES—Pinehurst to Greensboro via Asheboro. 73.6 MILES—Pinehurst to High Point via Asheboro. 120.2 MILES—Pinehurst to Raleigh via Fayetteville and Smithfield. 142.1 MILES—Pinehurst to Camden via Cheraw. 151.6 MILES—Pinehurst to Wilmington via Raeford, Red Springs, Pembroke, Lumberton and Whiteville.

Laundry Delivery by Auto

Automobile delivery adds greatly to the efficiency of the Pinehurst Laundry. Mrs. McKenzie continues as manager.