

ATLANTIC CITY



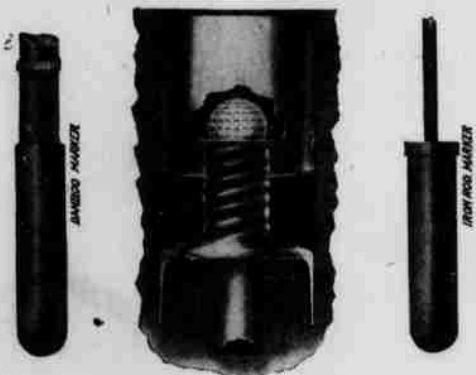
HOTEL TRAYMORE
A Bold Original Creation
For The Seashore

WITH **MAGNITUDE** and **CHEERFULNESS**
It expresses the spirit of America at play
amid the spaciousness of green ocean, blue
sky and radiant sunshine.

**THE LARGEST FIREPROOF RESORT
HOTEL IN THE WORLD**
Belvedere
Submarine Grill Restaurant Traymore
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**Adjustable Hole-Rim or Cup
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Seamless PRESSED STEEL, Galvanized.
Thin and stiff. Holds its shape. No mud
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accurately adjusted up or down, relative
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sharp Marker-Rods, or Bamboo Spikes.



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Sample sent to any Golf Club in the U. S.
without any charge whatever for
30 days trial in the ground

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The Carolina.

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Repairing and Engraving

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Violet Ray Treatment
LAURA AGNES WALKER, Room 2, THE CAROLINA

**THE PINEHURST
OUTLOOK**

Published Every Saturday Morning, During
the Season, November—May, at

Pinehurst, North Carolina
Conducted by **Ralph W. Page**

EDWIN A. DENHAM, BUSINESS MANAGER
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at Pinehurst, Moore County, North Carolina.

Saturday, April 22, 1916

Religious Services

At the Pinehurst Chapel:
Holy Communion 9.30 A. M.
Children's Services 10.00 A. M.
Morning Service and Sermon 11.00 A. M.
Night Service at the Com-
munity House at 8.00 P. M.
ROMAN CATHOLIC
Early Mass 6.15 A. M.
Second Mass (when visiting
Priest is in Pinehurst... 8.00 A. M.

Mails

Arrive 8.00 A. M.	Leaves 7.00 A. M.
8.30 A. M.	8.30 A. M.
7.00 P. M.	6.00 P. M.
8.30 P. M.	8.00 P. M.

Trains

NORTH	SOUTH
Leave 9.40 A. M.	Leave 7.10 A. M.
9.00 P. M.	7.35 P. M.
FROM NORTH	FROM SOUTH
Due 8.05 A. M.	Due 10.30 A. M.
8.30 P. M.	9.45 P. M.

An October Invitation

There is a delusion abroad that Pine-
hurst exists only from November first to
the middle of May. And that when the
dogwood comes to blossom, and the sym-
phony of mockingbirds to inhabit the
groves, the plantation folk to serve sup-
per on wisteria covered verandas and ter-
races flanked with roses, that the village
is dead.

It is nothing of the kind. Least of all
will it be so this year. The country club
will never close again. For some time
now the clans of the Sandhills have gath-
ered there to exhibit their husbandry, to
frolic and to hold community council, to
parade and to make merry at the fair.
The bucolic meetings for the benefit of
beef cattle and the introduction of better
methods in agriculture have of old been
seen in the village in the Summertime.

But now Pinehurst has taken its posi-
tion for the year round as a playground,
a golfing center and a country club. It is
of the greatest interest not only to the
planters and the many country estates,
but to those old friends of the village
who have felt the yearly regret that they
were abandoned so early in the luxuriant
Spring, and joined so late in the Fall.
The club now has a substantial member-

ship for the entire Summer—the links
will never close, and the tournament
schedule is formally extended to begin
on the 10th of November. Informally it
never stops.

Those who would love to begin their
golf and their journeys in the surround-
ing glens early in the year, at harvest
time, while the Autumn splendor is still
abundant, will find good company and
select, and many things going on in Sep-
tember and October. They would
be rewarded by an early arrival
by the pageant and country fair,
by the festivities of this unique
Scotch settlement, the hospitality of the
open house prevailing among the country
gentry, and by association with the
leaders of this Southern Community, even
more than by the games and the canoeing
and the golf and the riding which have
now become a year-round feature.

There is an association and an acquaint-
ance with Southern men and the leaders
in thought and action of the community
to be gained for those who share the
village with us in those quiet Autumn
days before the coming of the many.
It would be the greatest delight both to
them and to the man of culture and experi-
ence from the North, if they could meet
in the field and on the links, and in some
measure link their interests in this grow-
ing community. Any fellow travelling
South in October will find here a hearty
welcome, and the Sandhills at play.

An Unprecedented Season

Never since the first plow struck into
the virgin and astonished terrain where
the Carolina Hotel now commands the
prospect has anything like this season
been seen in the Sandhills. It cannot
merely be said that more people have
wandered into our bailiwick. They have
stormed the place, overrun it, flooded the
Sandhills, and put us to devising new
ways and means to accommodate them.
It may be of interest to many of those
comprising the legion of the links and the
squadron who have added to our pleasure
on the track and the polo field, the hunts-
men and the string of tourists rolling
incessantly in over the Capitol Highway,
that although during 1915 we supposed
the village was crowded to its capacity,
but that this year the hotels have already
as early as mid-April, made 13,911 more
full day's service to guests than ever
before in an entire season. That is, if a
day's board and lodging for one person
be counted as one, there were 13,911 more
such persons served this year to date
than last year entire. And probably
a still greater number than this turned
away for very lack of a couch whereon
they could lay their heads.

No human being can tell how many of
this army of friends who came here for
the first time were impelled South by the
closing of the Riviera and the danger of
bombs in Venice. But this we know.
That they will come again. And to a
larger and ever improving Pinehurst. The
three major golf courses stood the strain
of hundreds of more players in good
shape but next year we are promised the
fourth course in good condition, and early
in the season. For another tendency of
moment to the travelling world has here
developed. People are coming South
earlier than ever before, and this year



"Glad to see you—
I've a place in my
squad for you."

YOU ARE
WELCOME
AT THE
TRAPS

YOU'LL find the "glad
hand" and a spirit of
good fellowship wait-
ing for you on your arrival
at any

Of the Gun Clubs

scattered over the country.
Trapshooting is the national gun-
fest,—a sport that appeals to men
and has the approval of women.
The flight of the clays makes
sport for the vacation days. Go
to the shooting club where you
can have fun with your gun.

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AND **"DIANA OF THE TRAPS"**

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HOT MINERAL SPRING BATHS
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"In accessibility of location; in absolute
freedom from dampness and fogs; in the per-
fect purity of its health-giving atmosphere, and
the beauty and grandeur of its surroundings,
the North Carolina Hot Springs stand pre-
eminent among health and pleasure resorts
of America."

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The waters of these springs have been found
to be practically a specific in the cure of rheu-
matism, gout, rheumatic gout, kidney trouble,
and all kindred ailments. Testimonials on
application.

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