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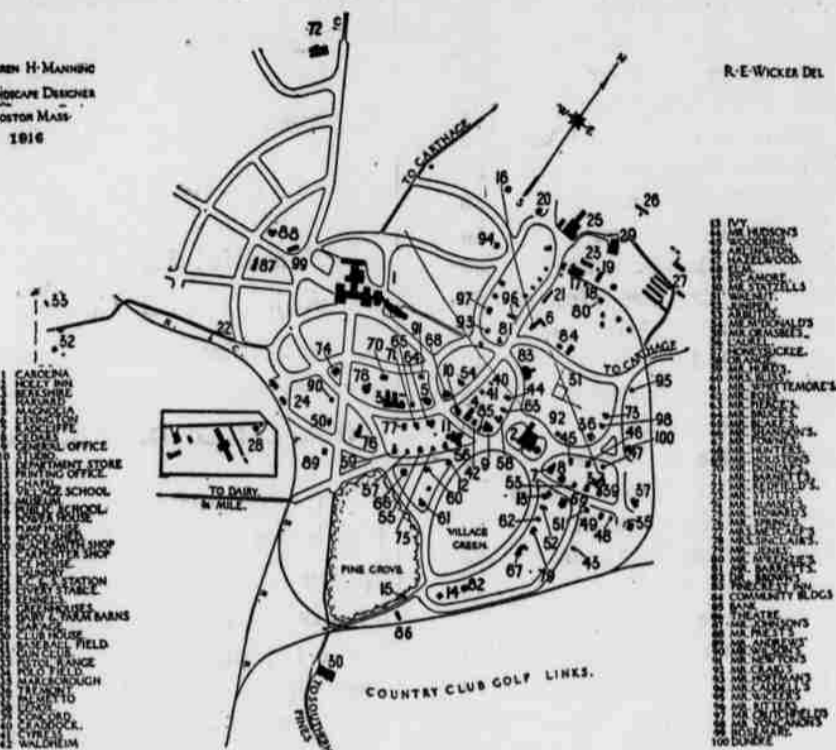
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1916

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VILLAGE OF PINEHURST N. C.



PINEHURST is, to be brief, the most complete and perfectly equipped Fall, Winter and Spring Resort in the world; an Ideal Village created by the late James W. Tufts. Possessing exceptional opportunities for outdoor life, it also offers right conditions for living in every sense of the words; its unsurpassed location in the far famed long-leaf pine thermal belt or Sand Hill region, responsible for a winter climate generally acknowledged to possess few equals in the rare purity of its air, and the subtle tonic of its sunshine.

As the winter Golf centre of the two hemispheres, Pinehurst is now thoroughly established, its unequalled equipment embracing three distinct six-thousand-yard eighteen-hole courses and an additional nine-hole course. Perfectly maintained and laid out in accordance with modern standards, they rank with the world-famous courses, and the special holes are "quoted" wherever the game is known. Here are held annually four contests of international importance beginning with the Midwinter tournament in January, and concluding with the United North and South Amateur Championship in April. A fireproof locker room, shower baths and observation and lunch rooms, add to the attractions of the conveniently located Country Club house.

Closely seconding Golf in importance, are Trap Shooting and Tennis, the annual Mid-winter Handicap and Tennis Championship held annually in January, classic events which attract the country's best, a significant indication of the excellence of the superb equipment for these sports. As the Hub of Southern good roads, the Village offers special attractions to motorists and those who ride and drive; the Livery is of the best and the Garage the largest in the state. Auto service runs between the Country Club, Station and various points in the Village.

Forty thousand acres are maintained as Shooting Preserves for Village guests with good quail and dove shooting and an occasional turkey or woodcock. In connection are Kennels of high excellence and equipment necessary to meet the demands of the most exacting sportsmen. Rifle and pistol shooting, polo, fox hunting, equestrian sports, baseball, billiards and pool, are among the attractions which combine happily with social pleasures. The hotel orchestras are of high standard and dancing is enjoyed by the entire colony.

The Hotels, four in number, include The Carolina, the largest in the state and one of the best appointed in the south, which with its new seventy-room addition, provides for over five hundred guests in accordance with the high standard of modern requirements. The Holly Inn, accommodating two hundred guests, enjoys general popularity, while The Berkshire and Harvard, caring for one hundred guests are suited to those desiring a more moderate rate. The Pine Crest Inn and Lexington are the smaller houses. In addition to twenty attractive family cottages, well furnished and provided with modern conveniences, are a rapidly increasing number of private homes; evidence of the permanent place the Village holds in the affections of its admirers.

Various utility plants, a Dairy, Creamery and Market Garden, models of excellence and the only plants maintained on the same large scale for a similar purpose, play an important part in supplying the needs of the Village in the way of milk, cream and vegetables. There are also a department store, pharmacy, meat market, jewelry store, novelty shop, photographic studio, chapel, schools, library, central power plant furnishing electric light and steam heat, laundry, refrigerating plant, general office, post, telegraph and telephone offices, railway station, resident physician, resident minister, abundant pure water supply, and sanitary sewerage system. In fact, the Village supplies every modern need offering unequalled and diversified attractions for people of refinement at a wide range of price. CONSUMPTIVES ARE EXCLUDED.

Pinehurst is seventeen hours from New York and through Pullmans run throughout the season direct to the Village over the Seaboard Air Line Railroad. The western service is excellent. Stopover privileges are granted to tourists going either north or south.

For illustrated general booklet, information or reservations, address:

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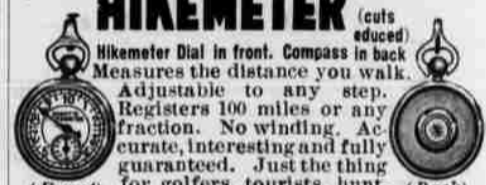
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