

# The PINEHURST OUTLOOK

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## The Fame of Pinehurst

**A**T a dinner by the Kiwanis club the other day Max Gichner, of Baltimore, a man who has been coming into this section for forty years, told a story of the fame of Pinehurst. He was in Calcutta, India, and there fell to talking with a man of that region, and incidentally North Carolina was mentioned. "Yes," said the man, "North Carolina. That is at that Pinehurst, the great golf country." And I thought as Mr. Gichner was talking that there at Pinehurst were in progress golf tournaments that were contested by players from all over the world, polo games that drew players from many states, college contests in which men from many sections were measuring their skill with each other, tennis tournaments, the dog show, and always the races and other things to interest people. At the same time at the Carolina hotel a big convention was in session, bringing folks from various sections, with more conventions scheduled for the following weeks well along into May.

I have never segregated Pinehurst from the rest of the Sandhills, for to me the entire community has always seemed the unit. Each neighborhood in the community is of itself in a way, and each is a part of the composite. But Pinehurst is a definite factor in the development of the whole of Middle North Carolina, and Pinehurst is more or less of a barometer of the progress and the future of this part of the United States. Therefore from time to time I like to check up on Pinehurst and find out what the signs are. In a way there is a prophetic disclosure when I am told that this year the patronage at Pinehurst has been one of the record makers. To begin with the season is lengthening each fall and spring, which is most significant. In October the visitors and residents begin to arrive from the North. The rear guard hangs on until well in May. By that time amusement has given way to work, for the orchard folks and the farmers and the road builders and the rest of the people must turn to business, and the winter of recreation has already been crowded by the necessity of production.

This long season at Pinehurst impresses me more forcefully than the tremendous speculative boom in Florida. Instead of going money wild on the possibility of buying land at a high price to sell it to some one else at a still higher price, people are attracted to the Sandhills country by the substantial discovery that longer and longer the year may be made enjoyable in this agreeable climate, and that if they care to stay the year through summer is just as agreeable in North Carolina as anywhere else under the sun and the whole year sizes up with a whole year in the most delectable spot on the globe.

This lengthening season in Pinehurst is one of the features of the Sandhills. That is one thing that helps to swell the

numbers that visit this section, for it is not possible that the big army should stay seven or eight months on their winter vacation. But it is possible for the crowds to come at any time they find the weather conditions in the North undesirable, and as one delegation comes one goes. So the gaiety is kept up from October until May and in the Sandhills the business of caring for visitors becomes more nearly a permanent business than a transient affair covering only a few weeks. This becomes necessary through the interest that has been created by the multiplying tournaments. Golf has long ago taken the Sandhills. Pinehurst, famed as far away as India, has become the Olympia of the present day. Here are staged during the winter the great contests that bring players from all quarters of the globe. Here are the big events in golf, here are the championships won, here the army of players gather in thousands. The schedule makes dates for long periods ahead, and on the regular recurring anniversaries the leaders will be on hand to take part, and the followers will come in droves.

The Pinehurst Olympiads are wholly given to modern games. Golf, polo, trap shooting, tennis, the races alone going back to the Grecian period. And the people gather as of old, and they will gather in increasing numbers, for the world has grown to realize that here is the culmination of athletic contests, and the enthusiasm reaches a higher pitch with each succeeding American Olympiad. That is why Pinehurst finds a longer season necessary, and why a larger crowd is welcomed with each returning contest. Pinehurst is an enjoyable spot to put in a few weeks or months, Pinehurst games are growing in interest, more people want this clean and wholesome sort of amusement, they have more money to permit a winter or fall or spring vacation, and they come. That is the one decisive evidence of the coming days of the Sandhills. That Pinehurst each year draws a greater attendance is the certain indication that the future is to see the same increases in the number of visitors, for that instinct that turns to athletic games and to holidays is just as live and vigorous now as in the days of more than twenty-five hundred years ago when the Greeks brought their national sports to the place of the most splendid national festival.

And the conventions come to this modern valley of the Peloponnesus, with its delightful climate, the roads to compare with the famed "Pompic Way," the forests the equal of the sacred groves of the Altis, and the gently swelling hills as alluring as those that swept away toward the Ionian sea. They come because the surroundings that appeal to the golf players and the winter visitors who come to the modern games appeal also to every one who likes Nature at her best.

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