

### Optimism the Vital Factor in Growth of Sandhill Section

Started by James Tufts and Carried on by Successor to Permeate Atmosphere

#### PINEHURST NOW FAMOUS

Bion H. Butler

I am an optimist. Some folks say the optimist is a fool. Possibly. But he is a happy fool. He puts a cheerful rating on life, and believes in the great scheme of life and existence and the wisdom of the Creator. He has no complaint to make of this wonderful job of construction that we call the universe, nor of the laws that govern it, nor of the results it obtains in its operation. The optimist is always joyous in his confidence in what is, and in what is to come. Thirty-five years ago this winter I came to the Sandhills an optimist. About that time came another optimist, James Tufts, and he was optimistic enough to lay the foundations for Pinehurst. Thirty-five years is some period of time, and during its flight Leonard Tufts succeeded his father as the head of Pinehurst, and another optimist arrived. Growing into manhood and responsibility came another optimist, Richard Tufts, who is now taking on his shoulders a man's share of the task of applying Pinehurst's policy of optimism, for optimism is simply a confidence in the days that are ahead and in the application of intelligent work to fit the development that time is steadily unfolding for all of us.

Pinehurst optimism fills the papers every morning with columns and pages of the doings here in the Piney woods of the Sandhills. Newspaper men representing every paper of consequence in the United States send out thousands of words every day and every night from Pinehurst, and John Hemmer loads the mails with pictures of affairs in the wire grass belt. Big business men, cabinet officers, prominent professional men, outstanding persons in all lines, foregather at Pinehurst and Southern Pines, and the world knows where these two towns are. Here is the winter haven of the United States.

#### Pinehurst an Optimist

Pinehurst is an optimist, and that means a prophet, because a prophet must be an optimist to have faith in men as well as in natural influences. Pinehurst proceeds on the philosophy that God's in the heaven and all well with the world. So when Knollwood was projected by a bunch of enthusiastic optimists Pinehurst joined the movement. Pinehurst gave substantial encouragement in the Mid Pines movement, and built the Midland road. Pinehurst accepted the suggestion of a new hotel at Knollwood and the fine Pine Needles is the result. Pinehurst has taken the triangle at the McDeed's creek crossing and is planning one of the most complete automobile stations in Middle North Carolina. Pinehurst has been instrumental in every move along the Midland road, for Pinehurst is an optimist, and not backward in putting money on its faith in the Sandhills.

Pinehurst has built the Pine Needles, the new golf course adjoining the Inn, the good roads all about the hotel property, and Pinehurst influence is devoted to making of the Pine Needles area a further winter paradise that may help the Pinehurst community to care for visitors and likewise to make these pineclad sandy knobs a most alluring place to live temporarily or permanently. Pinehurst has just as much optimistic faith in the immediate future at Knollwood as at any other locality of the Sandhills, for all the neighborhood is of the same piece of cloth, and all of it is backed by the same skillful business management and the same satisfied patronage. Pinehurst estimates that the world has not yet sent down this way all the folks who will be glad to come as fast as facilities are prepared to care for them. So Pinehurst goes ahead arranging to afford those facilities, and the people increase in numbers.

#### Expansion Ahead

Pinehurst, the prince of optimists, plans for the expansion of Knollwood as well as of Pinehurst, and builds accordingly. Pinehurst pours money into Knollwood because that clear-eyed and magnificent optimism sees distinctly that the money is wisely invested for profit and permanence, and for the pleasure of many people. And Pinehurst optimism is becoming contagious. Other people are joining in the Pinehurst convictions and sharing in the Pinehurst faith in the future of the Pinehurst area. The big days are therefore all still ahead and the ten years ahead of us compared with the ten years that have just passed, will be marvelous. Pinehurst, the optimist, is staking millions on the future of the Sandhills, and is making good.

### LITTLE PROBLEMS IN FINANCE

The Pilot Economist Enlightens Newcomers on Ways and Means and Such Likes

By Our Own Economist that's something else you want to get straight. The customary way is to write your creditor a nice letter, thanking him for the service he has given you and enclosing your check to cover the amount of his bill. Make it out and forget to sign it. It will be a week or so before you get it back from him requesting your signature and you can take another ten days or so to sign and return it. That gives you time to get the money in the bank. "But," objected the listener, "that couldn't be done more than once or twice. You'd have to think up something new."

"Well, the usual procedure when somebody gives you one of that kind is to take it down to the bank and deposit it to your account. Then, after two or three days, the bank will charge the check to your account and return it to you. You keep it a couple of weeks and then tell the man who gave it to you about it. He'll tell you to send it through again or he'll give you another one just like it.

"If that one comes back you wait a month or two for the man to take care of it and then you go up to Judge Daniels and get him to swear out a warrant for him. After the warrant is sworn they tell the man he'd better pay up so he gives you the money and they let it go at that."

"Well I'm certainly glad you explained that to me," said the stranger, "because it takes a load off my mind with the first of the year here and a lot of my bills due."

"Now when it comes to paying bills

#### NEW YEAR'S EVE PARTY AT ODD FELLOWS' HALL

An informal New Year's Eve party was held at the Odd Fellows' Hall on Monday night to see the old year out with a bang and the new one in on the echo, or, as one of the members put it, "for the sole purpose of making whoopee."

Mr. and Mrs. A. L. Adamszic, twenty people made up the party, Mr. and Mrs. A. F. Swift, Mr. and Mrs. A. L. Adams, Mr. and Mrs. Howard McNeill, Mr. and Mrs. David Hoskins, Mr. and Mrs. Myron Adams, Mr. and Mrs. P. E. Kennedy, Mr. and Mrs. L. D. Williams, the Misses Dorothy Keith, Selma Smith and Edna Shaw and Norman Day, Lester Putnam and Harold McNeill.

A chocolate layer cake with the inscription "A Happy New Year" was the offering of Mrs. A. L. Adams to

the help of the party and two angel food cakes came from Mrs. Hoskins. Sandwiches and soft drinks were served and balloons and paper hats were also in evidence.

#### HUNDRED MILLION IN NEW BUILDING IN STATE

New building started in North Carolina during 1928 totalled more than one hundred million dollars, an increase of over 25 per cent over the previous year.

Several projects, which ran well into the millions of dollars materially increased the total, including the new group of buildings for Duke University at Durham, estimated at around \$6,000,000; the River Bend Steam Power plant, which cost approximately the same amount, and the rayon plants built or under construction at Burlington and Asheville.

### Seven Millions in N. C. Tax Refunds

Government Returns Over-Payments to Number of Moore Co. Residents

Nearly seven million dollars comes back to North Carolina in tax refunds as a result of Treasury Department audits following revised interpretations of provisions of the income tax laws. The R. J. Reynolds Tobacco Company of Winston-Salem receives \$6,213,808 of this amount, the next largest refund in the state going to the Carolina Power & Light Company, a sum of \$1,511,180.

Of interest in the Sandhills are the following amounts ordered by the Treasury Department to be refunded:

- Aberdeen & Rockfish Railroad Co., Aberdeen, \$1,609.
  - H. A. Page, Jr., Aberdeen, 55,545.
  - Robert N. Page, \$752.
  - Arthur S. Newcomb, Pinehurst, \$1,196.
  - Pinehurst, Inc., Pinehurst, \$1,598.
  - H. G. Waring & Co., \$674.
- Total refunds for the entire country are \$55,000,000, of which North Carolina receives approximately one-eighth.

Advertise in The Pilot. The Leading weekly in Moore Co.



**SOMETHING TO GET EXCITED ABOUT SPECIAL—**  
One week only Old-Fashioned Peanut Brittle 19c per pound

Hoskin's Candy Shop  
New Hampshire Ave.—So. Pines

### GLENNA COLLETT'S 75 FAILS TO WIN FOR TEAM

In a brilliant exhibition of golf on the No. 3 course at Pinehurst last Sunday, Miss Glenna Collett, national women's champion, went the eighteen holes in 75 strokes. She and her partner, the long hitting Phillips Fin-match,

lay of California, however, went down to defeat before Miss Helen Waring of Pinehurst and George T. Dunlap, Jr., of New York. Dunlap's 71 was responsible for the defeat of the Collett-Finlay team, as Miss Waring was not at her best, taking an 86. A large crowd followed the exhibition match.

## THE PINEHURST LUMBER YARDS

### Announces a Reduction in the Price of CELOTEX, the Famous Wall Board

A statement from the factories note the completion of another plant with a capacity that brings the total production annually up to over four hundred million feet, which is so much you can hardly comprehend it.

But the vast volume of output brings reduction in costs, and the price is reduced this week by seven dollars a thousand feet. CELOTEX IS COMPARATIVELY NEW But it has been tried enough to establish its merits, and its place is fixed as a staple building board.

Celotex is without a rival as a wall board, and for its economy, its adaptability, the ease of working it, and in every phase. STOCKED IN CAR LOADS AND SOLD BY—

## THE PINEHURST LUMBER YARDS

PINEHURST, N. C.

The Home of the Best In Building Materials

## LORENSEN-HARBOTTLE, INCORPORATED

"The Home of Good Workmanship"

A complete shop and plant at your service for all kinds of machine work and repairing.

- The rewinding and repairing of motors and electrical equipment.
- Sheet metal and plate work, smoke stacks, flues and tanks.
- Ornamental iron work, lawn fences, and deck railings.
- Perforated metal, grilles, radiator enclosures and shields.
- Howell "Red Band" Electric motors.
- Beams, channels, bars and angles.

## THIS ANNOUNCEMENT will be of interest TO RADIO FANS

Beginning January first the Freshman Orchestrians will broadcast every Tuesday night at 10:30 over the Blue Network. You are cordially invited to avail yourself of our facilities for listening in on these concerts through one of our new Freshman Sets at our radio shop on Pennsylvania Avenue.

**WILLIAM F. KOHRING**  
RADIO  
Pennsylvania Avenue Southern Pines



## HIGHLAND PINES INN AND COTTAGES

(Weymouth Heights) Southern Pines.

A select resort hotel among the long leaf pines, Seaboard Air Line Railroad and Federal Highway No. 1. Serving all out of doors Amusements, Music, Best of everything.



# January DRESS Clearance

A number of dresses formerly priced at \$12.95

Specially priced for this clearance at

# \$8.95

We must make way for spring dresses arriving daily. Therefore we are reducing all our fine \$15 to \$19.50 dresses for quick clearance. Satins, crepes, velvets, chiffons and printed silks in all the new colors.

REMARKABLE VALUES AT

# \$12.95

A few dresses remaining of our stock of dresses which sold previously at \$42.50, priced at

# \$25.00

Our entire stock of dresses, including several of the new spring styles, has been reduced for this clearance.

# C. T. PATCH Department Store

Southern Pines

North Carolina