

North Carolinians Discover Pinehurst, Famed Resort For More Than 50 Years

The mills of the Gods grind slowly, but they grind exceedingly fine.

If it had to have a motto, Pinehurst might use that one. Richard Tufts, present head of the family which created and has managed one of the nation's unique resorts, puts it a little differently. He says mildly, "We are not anxious for innovation." Or he says: "Our clients like it the way it is." And then, more practically, he says: "The way we do it, takes an awful long time."

The way they do it is to take the long look, a look so long that few resort promoters would have either the patience or the resources to outwait patronage.

And under less patient and skillful hands than those of Richard Tufts, Pinehurst long ago would have disappeared as such, swallowed up by the prompting agencies of profit and progress. A guest of 50 years ago, returning to this Golf Capital of America, would not feel at all out of place. The trolley which once ran to Southern Pines is gone, but its right of way still divides a two-lane highway. Gone are the hacks and surreys. But the golf courses are as green as ever, and the lobby of the Carolina is as sedate. The streets wind tranquilly and in baffling directions through the woods preserved against expropriation.

The village is all but unique in its country. Unlike many resort towns, it does not have a special charter, but its perpetuity is guaranteed in all the deeds stemming from the original tract. These deeds specify that the property owner shall pay one per cent ad valorem tax to the corporation for municipal services. The deeds also specify that the village shall be governed by a council of ten, headed by the president of Pinehurst, Incorporated, the members thereof to be appointed by him. His benevolent little dictatorship has worked for some 55 years.

Her To Son

It was commenced by the grandfather of the present Tufts generation, a soda clerk in Massachusetts who invented the process of making carbonated water. Profits from this discovery founded Pinehurst, originally as a health and resort, but finally as a golf resort. Leonard Tufts, son of Richard Tufts, didn't know or care anything about his pappy's Dixie division until, in 1904, the resort was losing money in such proportions that he was impelled to liquidate this misadventure. He came, saw, and conquered. Pinehurst became the life of his life, and he never relinquished his interest in North Carolina.

Like father, like son. Richard, of Leonard, born at Medford, N. C., went to Harvard and planned to be an engineer. Graduated in 1917, he went into the Navy, rising to the rank of ensign. His father needed a steamfitter, and younger Tufts went to Pinehurst in 1919 in that capacity. In that back and critical year the young steamfitter found himself head of a huge piece of property and a huge accumulation of problems.

Another person might have taken short cuts to salvage the estate. Young Richard instead of the inherent and saleable ties in Pinehurst's status. The corporation whacked off at dead wood, selling off unprofitable enterprises. In the process, Richard admits wryly, he sold off some phases of operation which later proved highly profitable.

Of Success

They were critical 30's, but Richard laid low as the winds eddied over his head. Sometimes he busted down the door in an effort of whistling overhead. An omelette of the period runs like this:

Richard Tufts a successful business man? Of course he is. Nobody that owes a million dollars is successful!"

When war came, and with it Fort Bragg, Camp Mackay and other installations. Rooms at a premium, but rent concept Pinehurst from making inordinate killing it might have made otherwise. Afterwards, in the place began the kind of boom it likes — moderate, strictly gilt-edge. The burden on Pinehurst began to be coughed off, in the refined which is appropriate to its status.

North Carolinians realize Pinehurst means to their. There are thousands of persons who know the name of the village who do not know the name of the capital of our Carolina. Out of a welter of ports, ranging from sinful amboyant Miami Beach, to the esoterically promoted Sun Pinehurst stands out as much as what it is. That

you must discover for yourself. **Tufts Is Realist**

The Tar Heel who pressed his lips together and determined to keep it that way, is not essentially unprogressive. Like other successful business men, he is a calm and realistic analyst of his market. In the late 30's, he was told Pinehurst would die because he was catering to people who were dying out. He didn't believe it, and still doesn't. His theory is that there may not be room for two Pinehursts in this world, but there certainly is room for one, and he's going to occupy that little space.

But it must be acknowledged that it wasn't done by building the mousetrap and waiting for the world to come to it. Richard Tufts denies he is promotion minded. His grandfather was a great believer in testimonials, and the old

files are full of letters as glowing as those you see establishing the virtue of Hadacol. That's Promotion, too. On its golf events and in many other indirect lanes, Pinehurst invests heavily.

Not only that. A few years ago, North Carolinians shunned Pinehurst because they conceived it to be an expensive place where wealthy Yankees hobnobbed. When things got tough, Pinehurst went out after convention and group-discussion business. The doctors, textile manufacturers, auto dealers, and many other covered their most famous resort. The desired and natural reaction occurred. Those who came to the conventions began to come back to play golf and enjoy the Sandhills.

Tarheels Discover Pinehurst
Today, believe it or not, North

Carolinians constitute the second largest group of patrons of the hotels. After 50 years, they discontinue to hold their meetings. Visitors to Pinehurst rarely see the slight, phlegmatic man who runs the show. Although the corporation operates two hotels, as well as many other enterprises,

Tufts usually is to be found in a large, plainly furnished office downtown. Or else he is on one of his three golf courses, where he shoots in the low 70's. Since golf is the chief commodity on the Pinehurst shelves, it is natural that the presiding Tufts would be interested in it, and he is. For many years he has been active in the PGA, and the Pinehurst North and South tournaments is one of the oldest and most exalted of America's sport events. Tufts has few rules about running a resort which caters to a rather discriminating clientele.

His rates run a little higher than comparable accommodations in New England, considerably lower than the Florida rates. But he is a great believer in giving value received. His golf greens sparkle, and his hotel menus are abundant and varied. The plumbing in the old hotel is of the ancient vintage—a chain swinging from a water closet overhead invites you to yank—but, by golly, when you yank, it works.

And apparently there are several thousand people in this country who prefer the kind of atmosphere which Pinehurst offers. I

had breakfast the other day with a nice gentleman who must have been down for several weeks, because he had a special breakfast and was treated with some deference by the waitress, whom he affectionately called Queenie.

In the course of my duties as a reporter, I casually asked this man how the Pinehurst hotel service compared with other places he frequented. "Don't know, young fellow," he said casually. "Haven't stopped anywhere else in 20 years." —Bill Sharpe (in State Magazine)

R. A. Smith, N. Y. Times Editorial Writer, Will Address NCADA Tuesday

As an editorial writer for the New York Times, specializing in the Far East and national defense, Robert Aura Smith has a job that keeps him at one of the great nerve centers of foreign news in the United States. Mr. Smith will be heard Tuesday, as a special feature of the 15th Annual NCADA convention.



As an expert, he brings a rich experience in the field with long years of first hand knowledge and on-the-spot reporting.

He had originally intended to follow an academic career after his graduation from Ohio Wesleyan university, where he won the Ohio Rhodes scholarship. He returned to the United States with his Oxford degrees and started in as a teacher, but after a short time he found that journalism was his niche.

After four years on the Cincinnati Commercial Tribune, he set out for the Far East and began his studies of Asiatic politics in Japan and Manchuria. From that bleak introduction he went down to Manila from Manchuria in 1930 to "thaw out," and it was at this time that he joined The New York Times as a staff correspondent for the Philippines, besides acting as News Editor of the Manila Bulletin. Here, in his front-row seat, for the next seven years he cabled his stories to the United States—the vital steps toward Philippine independence, the administrations of American Governors-General, the growing shadow of Japanese aggression and the defense plans of General MacArthur.

West and East

In 1937 he set out on a comprehensive trip throughout the Southeastern part of Asia, India and the coastal areas of Africa, gradually learning the intricate details of these dependent areas, colonialism, and the structure of empires—West and East.

The day before Pearl Harbor, Mr. Smith joined the Office of the Coordinator of Information, with the assignment of setting up an American information service in the Far East. He left the United States on a China Defense Supplies ship, enroute to Rangoon to drive into Chungking over the Burma Road. While the ship was still at sea, Rangoon was taken by the Japanese, and the ship was diverted to Karachi, India. So, it was in India that Mr. Smith set up the Office of the Coordinator, which subsequently became the India-Burma Division of the Office of War Information.

He headed that division for two years, and then was hospitalized home. After his recovery, several months later, he went into the New York office of OWI, training other persons for service in the field, especially the Far East. In addition to these duties as Chief of the Training Division, he acted as the principal radio commentator on Far Eastern Affairs for OWI's "Voice of America." He returned to the Foreign Desk of the Times at the close of the war and was later promoted to the editorial department.

Wrote Books, Broadcasts

These experiences have been reflected in his writing. In 1940 he brought out his prophetic book on the forthcoming Japanese attack, "Our Future in Asia," followed the next year by "Your Foreign Policy." His book, "Divided India," brought out in 1947, deals in part with his experiences during the war and the problem of India and Pakistan.

Mr. Smith has written a series of public affairs broadcasts for the Columbia Broadcasting System, "This Living World," acted as political consultant to NBC on their United Nations program; as well as appearing on The Town Meeting of the Air, The Peoples' Platform, and dozens of other

broadcasts.

The Foreign Policy association has presented him as a platform speaker in almost every American city of size east of the Mississippi and north of Washington, and his own courses of lectures have been a popular feature at the Brooklyn Institute, the Staff Officers' school at Yale university, and Barnard college of Columbia university.

Recently he pointed out that, "As a matter of fact, I don't believe that there have been 24 consecutive hours in the last 20 years of my life in which I have not been doing something intimately connected with the problems of the Far East or American foreign policy."

But, despite these crowded years of writing, broadcasting and speaking, he modestly protests the term "expert" when applied to him. He claims that it would be presumptuous for anyone to accept such a term in so vast a field. Hence, Robert Aura Smith, who regularly scans a major part of the world's news about the Far East, has chosen his title as, "Student, and let it go at that."

Roads Are Bustin' Out All Over As Contracts Are Let

Roads are bustin' out all over North Carolina.

The State Highway Commission has a record-breaking 339 projects under contract. This is the largest number constructed simultaneously in recent years. Last year at the same time contractors were working on 266 road jobs.

Of the total projects under contract 152 involve work under the \$200,000,000 secondary road program. That program will reach peak operational capacity this summer.

Since January the Commission has let to contract an average of 56 projects per month. In February it inaugurated a policy of monthly double lettings. These will continue until the major portion of the 1950 paving season projects are out of the way.

W. H. Rogers, Jr., State Highway engineer, says contractors' prices have been generally good this spring and competition brisk. A slight falling off in competition was noted in the second March letting.

In addition to contract work, the Commission uses its own construction forces for some secondary road work, especially stabilization.

As of April 1 it had allocated \$41,250,000 of the first \$50,000,000 of bond money to specific projects and had actually extended \$16,250,000. Allocation of part of the \$75,000,000 second segment of bond money has already begun in some sections of the state.

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