

Tuft's Soda Fountain and Pinehurst Country Club

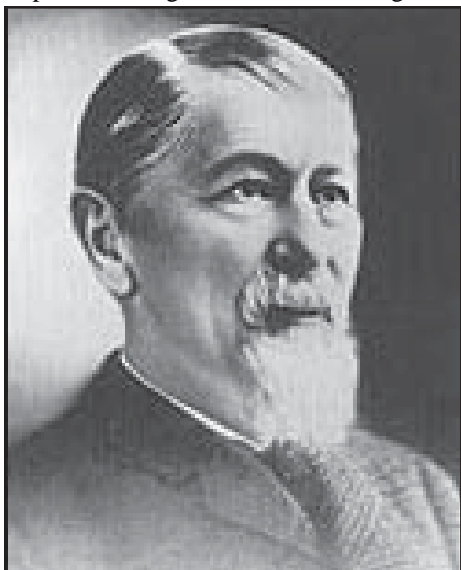
by Donald Yates

What does the one have to do with the other? Well, If you play golf, you already know. If you are an antique bottle collector, like myself, you may find the relationship surprising. Bottle research always leads down strange paths.

Leonard and Hepzabah Fosdick Tufts had a son, on February 11, 1835, and named him James Walker Tufts. What seemed unremarkable at the time was the beginning of a very important figure in the history of Soda Water and famous golf courses. With profits from his excellent soda water business, he purchased bare land in North Carolina and, in six months, turned it into America's foremost resort location: Pinehurst Country Club.

His father, a blacksmith, and mother had three other children; two of which died at an early age. James' surviving brother was a few years older than he. Shortly after his father's death 1851, James was apprenticed at sixteen years of age to the Samuel Kidder Company, an apothecary shop in Charlestown, Massachusetts. His apprenticeship lasted six years.

During the time he worked for The Kidder Company he earned extra money making cigars and selling lozenges and pharmacy almanacs around his neighborhood towns. He also began experimenting with the making and



James Walker Tufts (1835-1902)

flavoring of chewing gum.

Shortly after completing his apprenticeship, with the advice and help from his father's friends, he located and purchased his own drug store in Somerville, Massachusetts. He worked endlessly preparing his own cures and extracts and, four years later, was able to purchase a second store in Medford, Massachusetts. He also purchased drug stores in Winchester, Woburn, and Boston, Massachusetts, creating one of the earliest drug stores chains in the United States.

In 1860 James married Mary Emma Clough. They had four children, Mary Gertrude, Leonard, and two who died early, just like James' brothers.

James' son, Leonard, worked in, and eventually ran, his father's soda fountain business and inherited Pinehurst upon his father's death.



James Tufts also manufactured functional items such as napkin rings, tooth pick holders, cruet castor sets (pictured above), baskets, urns and jewel boxes. Each item was plated four times with silver and bore the Tufts stamp. Most importantly, however, Tufts began manufacturing items for other apothecaries and, by age twenty-seven, had developed a complete line of soda fountain supplies, including flavored extracts. Tufts also started The Arctic Soda Fountain Company to manufacture his own soda fountain apparatus. The Tufts

fountains were very ornate and were made from beautiful Italian marble, block tin, and heavy silver plate for sanitary attributes.

In 1877, The Tufts Arctic Soda Fountain Company published its own catalog, offering a complete line of soda fountains. Most were elaborate, with multiple spigots, cherubs, figures of women or animals, plants and ferns, and weathervanes.



Pinehurst Country Club

In 1891, Tuft's Arctic Soda Fountain Company consolidated with A. D. Puffer and Sons of Boston, John Matthews of New York and Charles Lippincott of Philadelphia to become the American Soda Fountain Company with James W. Tufts as the company's president. In 1895, when James Tufts was sixty, he sold his part of the business. Not quite content with retirement, he began to finally plan his North Carolina resort.

The long New England winters always made it tempting for people to head to Florida for warmth. Also during this period, many people were afflicted with tuberculosis. James, not a healthy man himself, had a dream where the afflicted could come for cure and bring their families to a restful and healthful facility. This was a generous endeavor, since he planned to pay for all expenses from his own finances.

The first small step was to search for an ideal location. James Tufts selected a promising location and purchased about five thousand acres in 1895 from Luis A. Page for \$5000. Known as Tuftstown during development, it became Pinehurst, home of the Pinehurst Country Club, along with the village green and the race track. Eventually he purchased almost six thousand acres total, obtaining the additional acreage from Sally Throne and H.A. and J.R. Page at approximately \$1.25 an acre.

The land tract Mr. Tufts purchased was originally part of the Pine Barrens of the Sandhills of North Carolina - which he had heard about from an acquaintance in Boston, the Rev. Edward Everett Hale, author of *The Man Without A Country*. With Hale's assistance and inspiration,

Tufts planned his mid-south resort.

Previously in this region the trees had been used commercially for the turpentine, pitch, and tar industry; the old, dried resins and sap created a very flammable residue and flash fires were common. So, it was not surprising that a very serious fire started in 1898 and backfires had to be started to protect the village.



Because of the damage from these fires and his desire to create an attractive village, James contacted the firm of Olmsted and Elliot. Frederick Law Olmsted was well known for designing the layout for Central Park (and Prospect and Morningside Parks, New York; the Capital Grounds; Jackson and Washington Parks in Chicago; Fairmont Park, Phila.; Biltmore in Asheville, N.C.; and even Druid Hills, in Atlanta, Ga., a two-mile park system which wasn't begun until after his demise). Olmsted believed that towns should be places of beauty and not just commercial centers so, for a fee of \$300, Tufts' sanatorium resort was designed by the firm to fit naturally into the landscape. Warren Manning took charge of the landscape and surveying began in 1895. 200,000 plants - pines, camellias, crepe myrtles and thousands of other species - were shipped to the location, with 47,000 of them coming all the way from France. Eventually the plants took over, and the buildings appeared to be tucked into the plantings.

Construction had begun in June of 1895, and six months later, the Holly Inn welcomed twenty guests on December 31. By the end of 1896, twenty cottages had

been built, but were rented for a fraction of the cost to build them, along with a power plant and lines for a trolley.

Construction workers and shippers of goods had been referring to the town as "Tuftstown" or "Pinalia." Tufts disliked both names and actually chose Pinehurst from a list of potential names for Martha's Vineyard.

After learning that tuberculosis was contagious, guests were required to send a certificate of health from a physician and a statement of religious and moral standing from a minister.

So that he could supervise the development of Pinehurst, Tufts turned over the operation of his business interests to his son, Leonard. Leonard said that, "it took twelve years of hard work to impress the public enough so that they came to the hotels in sufficient numbers to make a profit."

Tufts originally wanted Pinehurst to be a health resort for people of modest means, but the contagion of tuberculosis forced him to consider "an absolutely new idea of outdoor sport." That sport was the game of golf.

A resort employee complained to Tufts in 1897 that guests were hitting little white balls in the dairy fields around Pinehurst and bothering the cows. Tufts investigated and saw potential in the game, which was new to America. Of more concern to him were his cows and the effects the disturbance of these new golfers had on their milk production.

Advised by some that golf was a temporary fancy and claims that it would not survive, he still commissioned a nine-hole golf course on sixty acres south of the village green that same year. A club house



1885 Tufts Arctic Soda Fountain

had been added by the fall of 1899 and the course had been extended to eighteen holes. Construction of the first golf courses was all done manually. Horse- and mule-drawn carts were used, as well as wagons and apparatuses. A drag pan was used for scooping out the bunkers.

Later, in 1900, Tufts met Donald Ross from Scotland and hired him to rework and redesign the course at Pinehurst. The now-renowned Ross-designed Pinehurst Number Two course opened in 1901.

James Walker Tufts died in 1902. An obituary in a Massachusetts newspaper stated, his was "a well spent life." Tufts, the paper wrote, "never missed an opportunity for doing good...stipulating that his name should under no circumstances be divulged. His manner and bearing were simple." His son, Leonard, and grandson, Richard, survived him.

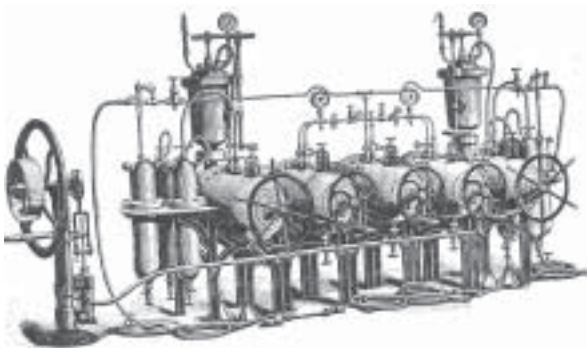
And now you know the Pinehurst Story. His son Leonard remained active in the soda fountain business and remained in Massachusetts. Pinehurst was controlled by the Tuft family until 1970.

References:

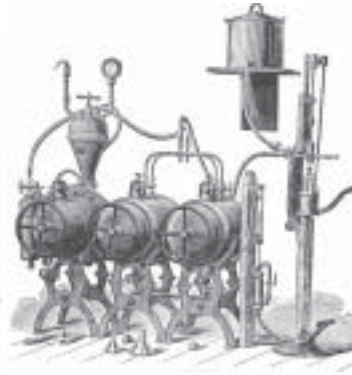
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Tufts Apparatus with Pump



Tufts Intermittent Apparatus