

## STEADY MAN Sole and Heel of Sturdy Rubber



### Makes the Most Practical Golf Shoe

The truncated cones on the sole are positioned precisely where the stance comes—under the ball of the foot.

These cones prevent slipping. They grip the soil. They never tear the turf or green.

Lighter than ordinary "spiked" shoes, they're thoroughly comfortable. Sewn to leather, Steady Man Soles and Heels do not "draw" the feet.

Unnecessary to change shoes for luncheon or between games. They do not disfigure rugs or floor.

Fine, too, for the tennis court, or yachting.

Easily attached to your friendly old shoes, at W. N. Foye's.

Ask your club "Pro" for them. Or, a line to us will ensure your getting them.

### The Stedman Products Company

SOUTH BRAINTREE, MASSACHUSETTS

# Same Old Story

## AT KNOLLWOOD VILLAGE

Each week brings its tale of Further Development.

Three New Houses for a Spring Beginning, and More are Contemplated.

Pick out YOUR location, arrange for building YOUR cottage during the summer, and have everything ready to use when YOU come back in the fall.

A few more lots that will get the rebate for houses built within a year from making the deed, but they are going.

### A. S. NEWCOMB & CO.,

Selling Agents

Pinehurst, N. C.

## Pinehurst Building Plans Come on Apace

BION H. BUTLER

Things move mighty fast around Pinehurst just now, and it is apparent that the summer is to be one of the most active in the whole Sandhill area that has ever been known. New building is scheduled in all directions, and all of it a type that is in line with the further expansion of the entire community of which Pinehurst is the conspicuous center. The people who wondered how this section would come through the winter just closed are reassured beyond any peradventure, for this has been the best season in many respects that the Sandhills has known, and particularly in those features that tell of the future.

The interest in orchard investment around Pinehurst has taken a stronger turn than at any time in the past. In the same way the acquisition of building sites and locations for investment has taken the form of a business instead of a venture. It is pretty well recognized that the country was financially skating on thin ice during the past year. If ever a slacking up of business at the winter resorts was to be expected the time is that through which we have just passed. At many other places the financial depression has been felt, but in the Pinehurst section a new record of visitors has been made, and with it a new record of interest in the various things that are offered here for the entertainment of the visitors.

One of the most remarkable results of this making of new records is the attention the world is giving. On March 31, while various events of nation-wide interest were on polo, golf, target work, etc., many newspapers had special correspondents at Pinehurst, and on that day the telegraph wires carried over 25,000 words of press stuff from them, in addition to that forwarded by the regular newspaper men who cover Pinehurst all the time. The entire volume of matter sent out by telegraph on that date to the various papers, North, South, East and West, would make about 50 columns in the ordinary morning paper. The big papers of the country were generously represented, and Pinehurst was in the headlines in every big town on at least the eastern side of the continent, and in much of the rest.

All of this material is sent out by wire because people want to know what is going on in the games at Pinehurst, and the newspapers send their representatives to Pinehurst to secure and forward the information. It follows that such a vast amount of telegraphic news further widens the acquaintance Pinehurst is making everywhere, and that acquaintance leads up to a larger number of visitors and that is followed by interest in local matters and the purchase of locations for new winter homes.

When Francis Deaton two or three weeks ago opened the new lot plan north of the Carolina the prophets were satisfied that it would not be long until a movement in that direction would begin. Last week Mr. Emery sold sites to John Scott and Thomas Veno in that new section, and they will begin as soon as possible to build houses. This looks like a start on a forward step that will gather force all summer long, and which will be in line with the same influence all over Pinehurst. Aymar Embury was down from New York in the last few days and he has taken hold of the scheme of making a commercial center in the plot that will be opened between Dogwood road and Magnolia road, and will have some plans to submit shortly for what promises to be as unique as any of the rest of the Embury creations in this neighborhood.

While the home-making effort in a collective way will probably focus in that area north of the Carolina the general distribution of big jobs all over Pinehurst this summer is striking. The clubhouse will employ an army of hands out on the golf course. The theatre will be another center in the heart of the village, and the schoolhouse to the eastward will be a further piece of work that will be in itself a lively neighborhood while the work is going on. The new printing office and the new commercial buildings will emphasize their particular sections, and the private houses in all directions will make a filling for industry that will give a balanced air to it. Then with this is the building that is about to start north of the Carolina and that promises to add several projects to those in that quarter that are already planned. Pinehurst has had several years of lively building but not many where so many buildings and so many expensive ones were contemplated so early in the year as is the case now. Neither has Pinehurst ever had the same number of people looking with the same interest on the investment and permanent ownership feature of possession here as now. Money is easier all over the United States. A great deal of the uncertainty has lifted, and Pinehurst has crossed over into a fixed personal relationship with more of its visitors this year than it ever had. Instead of being looked on as occasional incident Pinehurst, this winter, is regarded as a home prospect. The winter has shown that any doubt felt last winter was wholly groundless, and that with the financial crisis in the country passed the future at Pinehurst is one of immediate and swift advancement.

### TEA AND DANCING

every afternoon at the Country Club from four until six o'clock.