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of
Excellence



The Candy
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Health Inspector Johnson, of Cambridge, Mass., says: "The Page & Shaw candy manufacturing plant, Ames Street, Cambridge, is one of the finest plants for sanitary conditions and purity of output that I have ever seen."

ON SALE AT THE CAROLINA
AND COUNTRY CLUB

BOYS' PREPARATORY SCHOOL

Mr. Eric Parson, Late Master at Groton, Opens at Pinehurst

Mr. Eric Parson, whose brother, Donald Parson, has long been known at Pinehurst and who is in a fair way to be made famous by his younger brother who is at present one of the leading members on the Harvard football team, is a graduate of Groton School and of Harvard University. Since graduation he has been a master under Dr. Peabody at Groton, and is presumably as well fitted for the task he has undertaken as any man can be. Groton is generally conceded to be in the front rank of boys' preparatory schools.

Last Spring Mr. Parson bought a very attractive place on the outskirts of Pinehurst on the brow of a hill covered with little pines, overlooking a pleasant little valley. There he has built a substantial school building of good design and appearance, and fully equipped it to accommodate the masters and scholars of a boys' preparatory school.

He has arranged to take day scholars from the Village, who will be motored to and from school; and these pupils will be encouraged to remain in the country throughout the afternoon, entering into the school's extra curricular activities.

It is Mr. Parson's aim to keep the boys in the open air as much as possible. During favorable weather classes will be conducted out of doors on large sunny porches. Out-of-door games, forestry, ornithology, botony, historical and geographical excursions, riding and tramping will occupy the boys' time after classroom hours.

The school will be open until May 20.

JACKSON SPRINGS HOTEL

Opens Under New Management With Promise of Being a Center of Considerable Interest

The Jackson Springs Hotel has been leased and will be managed this season by Mr. William K. Bennett of Syracuse, N. Y. To a recent resident of the environs of the Beaux Arts Mr. Bennett's plans sound very good indeed. He is expert in the business of both providing for and literally entertaining his guests. Until recently he has been the manager of the South Bay Club House on Lake Oneida, and has had the congenial task of providing afternoon teas and supper parties and bachelorette dinners, and country club dances, and singerfests and all those things that keep up the population of Broadway and add to the stock of harmless pleasure in the world.

If, as he says he intends, he really makes attractive and complete arrangements for dancing parties under the moon or the Japanese lanterns, and understands the arts of the chef of the Pres Cataline, and he can give something of the tone of the Royal Danielli, we are convinced that the new highway from Pinehurst to his hostelry will be crowded.

Now that is exactly the idea. We believe in it and him. Hence this fine send off. If he does not come up to specifications we will not trust human prediction again.

PINEHURST GUN CREW

Being Organized as Part of the Sandhill Battery

Roger Derby, in talking to General Wood recently, suggested that next year we would bring a phalanx of cars and guns from this section to the Plattsburg camp, but intimated that possibly our rank and file would display more independence and less training than called for by the regulations. The general inquired if they could shoot.

"Yes."
"Well, can they march?"
"Yes."
"Will they fight?"
"Nothing they like to do better."
"Bring them along. That's exactly what we want."

The direct consequence is that by the time this paper goes to press the Sandhill machine gun battery will be incorporated. The Bene Mercier guns, the full infantry equipment, automatic pistol and bolo will be issued for six gun crews by the United States Government. One of these crews will be recruited and have its headquarters at Pinehurst. Those residents of the village who are permanent may apply for enlistment at the Pinehurst General Office.

Our Ambition

(Concluded from page eight)

—for you, and to all who come. That there may be a record and a kindly reminiscence of hunts and games and gatherings. Our idea is that this is made full and satisfactory by our participation in all that goes to make the community; of Southern Pines, that monument to John Patrick, whose stately homes upon the hill are our nearest approach to real beauty in country estates; of Carthage, relic of the Revolution; of the Drowning Creek plantation, headquarters of the new spirit of community life, and of the Page colony clustered about the hill at Aberdeen, the statesmen of the section. When we invite you to Pinehurst, we invite you to see and participate not only in a cottage and the sunshine and the tennis tournament, but to be part of this, a young and powerful community, and if you desire, with us in the village paper, to follow the growth of the one practical application of the Rural Idea, so prolific in print, to real life.

We might add, with embarrassment, that if you believe we can make this interesting you might send us a dollar for a year's subscription. Go ahead. We are prepared to say you will find \$1 interest in tourneys and festivals, in dances and poetry, in scores and the sounding hunt. Or if not, in our collection of celebrities, whom we guarantee to be worth ten times the sum. Or if not, we will throw in the history of the regeneration of the country, along lines now famous, in detail. We know that will get you. Send it to THE OUTLOOK, Pinehurst. Or just to Pinehurst. We'll get it.

Henry A. Page Succumbs

To the game of golf. After many years of persuasion the head of Page & Company has at last become a daily figure on the golf links.