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THE RED ROOSTERS DINE MATCH AND MEDAL HONORS

(Continued from page one)

Cocks-of-Walk in Advertising Game Gather Round Banquet Board

Membership in This Exclusive Organization Limited to Millionaire Class



THE RED Roosters of America — cocks-of-the-walk in the advertising game — an association limited to those who either buy or sell over a million dollars' worth of advertising yearly, held its first annual Pinehurst banquet at The Carolina Wednesday. Not only was the feast one to delight the connoisseur, but the after-dinner speeches were particularly brilliant, representing as they did remarks from the most talented, best known and highest-priced men in the profession.

The members present included: Joseph H. Appel, William H. Rankin, Guy Pierce, F. E. Mann, F. L. E. Gauss, F. H. Ralsten, William C. Freeman, C. C. Vernam and Guy Osborne. ¶ Guests of the evening were: Edward Freschl of the Holeproof Hosiery Co.; W. H. Childs of Bon Ami; S. Keith Evans of the Crowell Publishing Co.; H. M. Greene of the Illustrated Magazine; Walter W. Manning of McClure's Magazine; George S. Oliver of the Pittsburgh Gazette-Times; H. L. Johnson of the Johnson Floor Wax Co.; Fred Sperry of the Taylor-Critchfield Co.; Robert C. Wilson of the Public Ledger; William Campbell of Detroit; Frank Smith of Chicago; William Wright of Boston.

Mr. Rankin presided as toastmaster, and the list of responses included the following: "Honesty in Advertising," Mr. Freeman; "The Higher Standards of Advertising Ethics," Mr. Vernam; "The Newspaper as a Moral Uplift," Mr. Osborn; "The Home Influence of the Magazine," Mr. Ralsten; "The Editorial Viewpoint of Advertising," Mr. Oliver; "The Young Men in Advertising," Mr. Appel; "Thirty Years in Business," Mr. Wilson.

Trophies Objects of General Interest

The Carolina display of Advertising Golf Tourney trophies has been an object of interest for the entire Village throughout the week. Combined with the Tin Whistle and Silver Foils prizes, they make The Carolina lobby, in all truth, a "trophy room." ¶ The Country Club prizes are being shown this season at the Department Store Jewelry Shop, where a visit is always one of delight.

Youthful Golf Editor Here

W. W. C. Griffith, the youthful editor of *The Young American Golfer*, is back for his annual visit. Six thousand copies monthly is the circulation of this unique publication, a distinction which publisher, editor and printer bears with due modesty.

twentieth, 6-5. ¶ Advancing to meet Macdonald, Hudson lost by two and one, and Macdonald in turn surrendered the trophy to G. H. Crocker of Brookline by the same score. ¶ T. B. Boyd of Bellevue won the consolation from G. W. Statzell of Landsdowne.

The third division trophy went to G. W. Bernard of Niagara who defeated R. C. Shannon, II of Oak Hill, three up and one to play. John R. Towle of Calumet won the consolation from W. V. Booth, Jr. of Onwentsia, by three and two. ¶ Rev. T. A. Cheatham of Salisbury was six up and five to play in the final of the first eight in the fourth division with H. B. O'Brien of Maidstone. Dr. A. R. Gardner of Dunwoodie was three up and two to play in his last round with W. A. Sandford of Montclair in the second eight. ¶ Qualification scores and match play summary are printed upon pages eight and nine of this issue. ¶ The next golf event on the Country Club schedule is the tenth annual St. Valentine's tournament, February 3, 4, 5, 6, 7.

Crocker Leads in Tin Whistles

George H. Crocker of Brookline was the winner of Monday's Tin Whistle elimination golf competition, winning out on the last hole in play with C. B. Hudson of North Fork and Col. R. A. Swigert of Palmetto, who won second and third. The finish included T. B. Boyd, E. A. Johnston, W. E. Truesdell, H. A. Waldron, Robert Hunter, Rev. T. A. Cheatham, J. L. Bailey, J. B. Bowen, J. R. Towle, F. C. Abbe, William C. Freeman, J. D. C. Runsey, Dr. C. P. Wilson, H. W. Ormsbee, Commodore J. T. Newton, J. D. Gallagher, R. C. Shannon, II, James Barber, F. B. Pottle, E. B. Pratt, A. B. Alley, W. L. Hurd, C. W. Harmon, P. L. Lightbourn, Dr. M. W. Marr, G. T. Dunlap, J. E. Kellogg, J. M. Robinson, R. S. Hawthorne, W. G. Clark and C. L. Becker in the order given. ¶ W. E. Truesdell won the gold medal offered for the best net score with a card of 86-8-78.

En Route for Panama

En route for Jacksonville, Fla., from Syracuse, N. Y., Will McNulty and his donkey, Joe, pause in Pinehurst and is gathering in much coin from interested visitors. Will and Joe are on their way to the 1915 World's Fair in Panama, where they expect to reap rich rewards as a result of their journey.

Their Seventeenth Anniversary

Mr. and Mrs. George C. Dutton observed their 17th wedding anniversary with an informal party at The Carolina Wednesday evening; their guests, Mr. and Mrs. R. M. Purves, Mr. and Mrs. Herbert L. Jillson, and Miss Lucy Priest.

Packed House Enjoys Movies

The opening of the moving picture "Gallery," Wednesday night, packed the big building to its capacity. North or south, the fascination of this form of entertainment is the same.