

THE PINEHURST OUTLOOK

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THE ADVERTISING GOLFERS

Full Week of January Eleventh Will Be Devoted to Their Tournament

Social Pleasures Also and Something Over Half a Hundred Prizes Are Offered



MANKIND owes a debt of gratitude to those who have proven "that all work and no play makes Jack a dull boy"—likewise his dad. ¶ The advertising golfers, who come January 9th for their annual tournament which rounds out the following week, have modernized the axiom—"He pays too much attention to business and too little to golf!" ¶ Here's what *The New York Sun* has to say about it:

GOLF DISTINCT AID TO BUSINESS

"He pays too much attention to his golf and too little to his business," is the criticism that often is made to the devotee of the royal and ancient game. In some cases the criticism may be a just one, but it is the fault of the player, not of the game. In fact golf has proved in recent years a distinct aid to many men in the furtherance of their business interests. The outward and visible sign of this fact is the ever growing list of trade golf associations. ¶ There is a host of these trade associations composed of men in the same line of work who have discovered that a day together on the links now and then is a splendid corrective of many of the evils that are likely to creep into business life, especially where competition is keen. In these trade golf associations each man sees his competitor in a new light, under conditions which bring out their best qualities, and the remembrance of the trade association tourneys has cut short many a scheme to overreach a rival. At least that is what the leaders in the trade associations say, and presumably they are speaking from experience.

MANY TRADE ORGANIZATIONS THE RESULT

A list of these organizations would be a long one, and the number is growing all the time, as the golfers in various occupations form new associations of this kind. Nearly every big golfing city has its own local trade association, such as the architects, the brokers, the engineers, the carpet men, the wool merchants, the dry goods men and many others. Then there are several national trade golf as-

sociations which draw their members from all parts of the country, and are an important factor in the business life of the nation. ¶ Established almost eleven years ago, the Winter Golf League of Advertising Interests claims the honor of being the pioneer in this important field. Frank Presbrey, a well known advertising man, was the founder of the organization. Back in 1904, at the Holly Inn at Pinehurst, N. C., he suggested to L. T. Boyd, William C. Freeman, Arthur S. Higgins,

publisher who gets paid for it all meet at Pinehurst every winter and play in the annual tourney, which lasts a full week. And despite this bringing together of the men who want to do business with each other, the cardinal rule of the association is that all business talk is taboo at Pinehurst. The man who is found soliciting business from his partners or opponents on the links soon finds that his presence is no longer desired. It is largely because of this muzzling ordi-



"MAY YOU ALWAYS BE TWO UP!"

S. H. Martel, W. R. Roberts and John B. Woodward that such a league be formed. His suggestion met with instant approval and the first tournament was held before a week had passed.

MEMBERSHIP SHOWS CONTINUED INCREASE

Since that time the league has increased its membership to 166. Its by-laws provide for the admission of men who are engaged in all departments of advertising. The merchant who pays for the advertising, the broker who places it and the

nance that so many sections of the country have joined the league and may be found at Pinehurst each year when the week of the advertising men's tourney arrives. It is all golf and good fellowship with business forgotten until the members of the league are back in their offices again.

THE WINTER LEAGUE OFFICERS

Walter W. Manning of the Upper Montclair Country Club is the president

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PARTNERS CHOSEN BY LOT

Tin Whistle Four-Ball Medal Play is Also a "Human Handicap"

Irving S. Robeson Contributes Attractive Prizes Which Dunlap and Hudson Win



FOUR-BALL medal play, combined scores with handicaps and partners selected by lot, claimed the attention of Tin Whistles Monday, the attractive trophies contributed by Irving S. Robeson of the Oak Hill

Country Club, won by George T. Dunlap of Canoebrook and C. B. Hudson of North Fork (14-11) with a net of one hundred and sixty. J. D. C. Rumsey of Brooklyn and J. Milton Robinson of the Pinehurst Country Club (27-12) were second in one hundred sixty-two.

J. R. Bowker of Albemarle and R. C. Shannon, 2nd, of Oak Hill (24-12), made 163; J. R. Goodall of Bellerive and R. H. Hunt of Worcester (16-12), 164; Rev. T. A. Cheatham of Salisbury and C. L. Becker of Woodland (10-7), and P. L. Lightbourn of Bermuda and F. C. Abbe of Bethlehem, N. H., (12-26), 165 each.

T. B. Boyd of Bellerive and Dr. M. W. Marr of Pinehurst (10-15), 168; Robert Hunter of Wee Burn and J. L. Toppin of Canoebrook (2-12), 169; Stuart H. Patterson of Plainfield and W. L. Hurd of Oakmont (11-18), 172; C. S. McDonald of Lambton and H. W. Ormsbee of South Shore Field Club (11-18), 173.

"Made in the United States" Resorts

Pinehurst occasionally has a "cloudy day." They remind Sandy, the club maker, of auld Scotland, and Greenskeeper Maples wishes there were more of 'em. ¶ Explanation *this year* is that European "war clouds" have drifted across the pond—not the tenth! ¶ The honor of the discovery lies with Mr. Ralph Page and Miss Helen Smith; evidently the idea came to both at the same time. ¶ Incidentally we might mention that Pinehurst continues to lift the embargo on across-the-water winter pleasures. Lot of people are going to forget about the "other side" when the cruel war is over—and—then they'll be sorry! ¶ What a blessing sunshine is!