

The World's  
Greatest  
Hotel



## The Spirit of Good Service

and Unequalled Facilities  
for its Accomplishment!

Add to these an Unrivalled Location—consider that

# THE McALPIN

is the Largest and Safest Hotel Structure in

# NEW YORK CITY

and you will understand why it is the

*Most Talked About and Most Popular Hotel  
in America today.*

Prices Notably Moderate

## Broadway at 34th Street

(One block from Pennsylvania Station)

Management MERRY & BOOMER

NEWS ITEMS GATHERED FROM THE "NEWS BULLETIN" OF THE ADVERTISING GOLFERS

### Dancing Contests

We see from the above mentioned *News Bulletin* that there will be Dancing Championship Contests when the Advertising Golfers get here and that an Ethiopian Orchestra will help to make things lively. Here is a list of the present amateur title holders who will be on hand and who will have plenty of opportunity to defend their laurels or their diamond belts or whatever insignia of victory they wear: Lucky Dance, Mrs. W. B. Lasher and Mr. A. L. Alfred; Hesitation Waltz, Mr. and Mrs. J. M. Thorsen first and Mrs. H. R. Mallinson and Mr. Don M. Parker second; One Step, Miss Blanche Farrington and Mr. H. R. Mallinson first and Mr. and Mrs. C. H. Hanna second; Individual Awards for men and women, Mrs. C. P. Brady, Jr., and Mr. F. C. Henderson.

### Odes to Great Golfers

H. C. MILHOLLAND

There was a bloke in our club  
And he had quite a brain;  
He never said "I should have won"  
Or any such refrain;  
He merely said in answer to  
His short end of the score—  
"While I had something on the ball,  
The other guy had more."

### Byzantine Logothete

Try this on your next bunker shot, or out of the rough. T. R. may not be a golfer, but he speaks the language. "You blankety-blank Byzantine Logothete" would make any golf ball stick to the straight and narrow. Try it at Pinehurst.

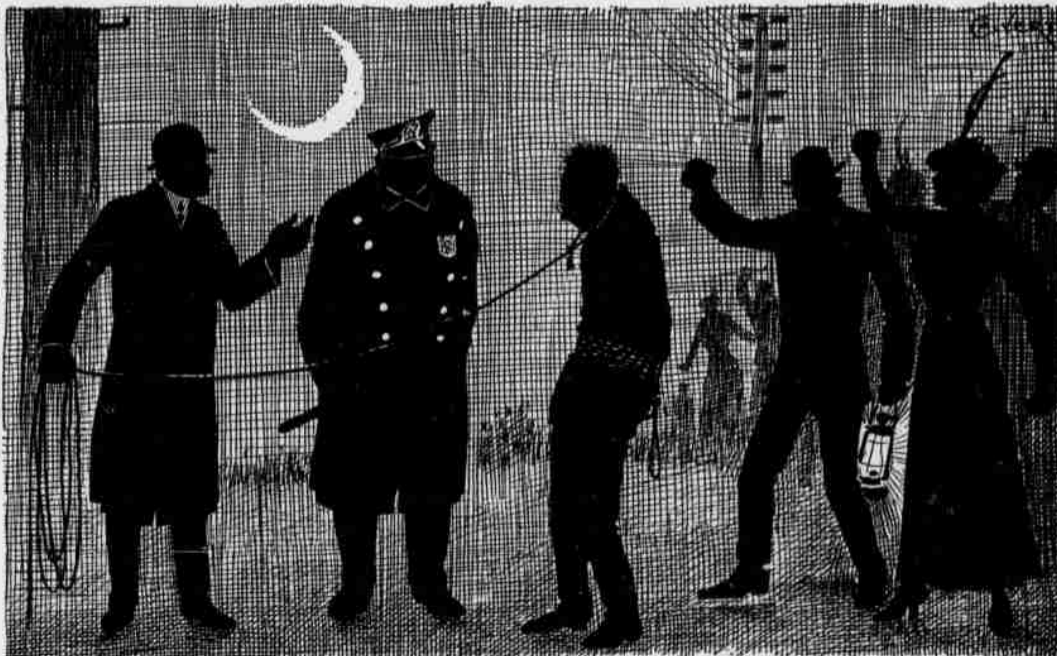
### Maxims of the 19th Hole

My son, when the niblick getteth too hot to handle and the score mounteth beyond 100, then shalt thou wonder at what is called the "lure of golf."

For verily those with wracked nerver seek solace in a game that would rend apart the nerves of an iron mule.

### Ame Carter

Ame Carter, father of the Spizzerink-tum Kid, has promised an iron cross to Charlie Beck if he discovers the slice in golf and works continuously, consistently, and successfully to make it popular on the Pinehurst links.



### Judgment Affirmed—From Judge

OFFICER—(Secretary Gauss, Advertising Golfers)—Here, what's all this about?  
PINEHURST GOLFERS—We are going to hang him.  
OFFICER GAUSS—What for?  
PINEHURST GOLFERS—He says he isn't going to the Pinehurst Tournament.  
OFFICER GAUSS—All right, go ahead.

### Outline of the Program of the Advertisers' Tournament

Monday, January 10—18-hole medal round for men and 9-hole medal round for women.

Tuesday, January 11—18-hole medal round for men and 9-hole medal round for women.

Wednesday, January 12—18-hole medal round for men and 9-hole medal round for women.

Thursday, January 13—18-hole medal round for men and 9-hole medal round for women.

Friday, January 14—Mixed four-somes, 18-hole Medal Play Event.

Saturday, January 15—Men's Four-some Event, 18-hole Medal Play, Best Ball.

Putting Contest—All week.

All afternoons, except Friday, left open for unofficial matches.

Send THE OUTLOOK to friends! It tells the story—and—saves letter writing!