

OFFICIAL PROGRAM

43rd
U. S. G. A. OPEN
CHAMPIONSHIP
JUNE 8, 9, 10
1939



PRICE 50¢

PHILADELPHIA COUNTRY CLUB



That taste-good feeling



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The first taste of an ice-cold Coca-Cola is always a pleasant surprise. And so is the next . . . and the next. Full of life and sparkle, it's a satisfying taste . . . "delicious and refreshing."



ICE-COLD REFRESHMENT . . .
AROUND THE CORNER FROM ANYWHERE

\$699
and up delivered
in Philadelphia



Champion RALPH GULDAHL
with his Studebaker
Champion!

The Open Champion of '38 *chooses the new* STUDEBAKER CHAMPION



Matchless new restful riding comfort on all kinds of roads is assured by Studebaker's 5-year-tested self-stabilizing planar wheel suspension. It costs nothing extra.

STUDEBAKER Champion Number 15,000 goes to Golf Champion Ralph Guldahl!

Here's what this noted holder of the National Open and Masters' golf titles says:

"I've long been sold on Studebaker quality and performance. In fact, I already own a Studebaker President Eight. So naturally, when I wanted the tops in a lowest price car, I picked this new Studebaker Champion. It's got plenty of championship form and perfect follow-through."

See why Champion Guldahl and

thousands of other keen motor car buyers prefer this new Champion.

It's first in smartness. It's 10% to 25% better in gas mileage. It tops the field in safety.

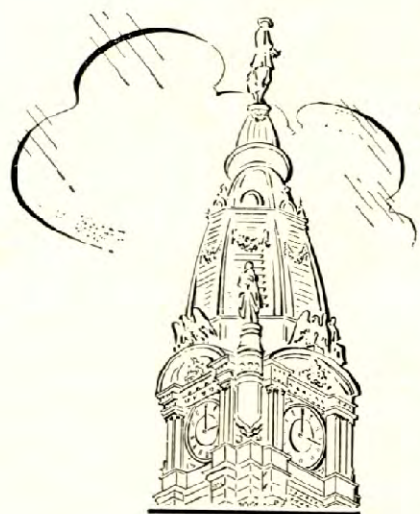
It's a true-blood 6-cylinder team mate of Studebaker's Commander and President—built by Studebaker master craftsmen.

At no extra cost, this Champion gives you self-stabilizing planar independent wheel suspension, non-slam Hancock rotary door latches, steering wheel gearshifter. See it—drive it—today. Easy C. I. T. terms.

HARRY KROUSE, 667-673 North Broad Street
COLUMBIA MOTORS, 6118 North Fifth Street
WM. J. DURST, INC., 455 Paul Street
FLORENCE AVENUE MOTORS, 5311 Florence Avenue

LOU BLOCK MOTORS, 58th & Walnut Streets
ELION MOTORS, 511 South Broad Street
JOSEPH P. FIELDING, 1535 Orthodox Street
SAMPSON MOTOR CAR CO., 4626 North Broad Street

WHILE IN PHILADELPHIA FOR THE ITS MANY POINTS OF INTEREST



In Philadelphia you will see the very houses where the patriotic men of old assembled and first framed the legislative foundations of free government. In many ways it is a city of historic memories and memorials. As a register of material progress and prosperity, Philadelphia of today is indeed impressive and inspiring—a center of giant industries and transportation facilities; of art, music, and science, and the world's greatest city of homes, with over 6500 acres devoted to public parks.

FOLLOWING IS A LIST OF RESPONSIBLE, RECOGNIZED HOTELS FOR THE GUIDANCE

ADELPHIA

13th and Chestnut Sts. **400 ROOMS**
Howard F. Hohl, Manager RIT. 3000
Single, \$3.85 up; Double, \$5.50 up

DRAKE

1512 Spruce Street **150 ROOMS**
Caspar O. Manz, Manager KIN. 0100
Single, \$4 up; Double, \$6 up

WALTON

Broad and Locust Sts. **350 ROOMS**
Joseph McArdle, Manager PEN. 7600
Single, \$2.50 up; Double, \$4 up

BARCLAY

Rittenhouse Square, East **600 ROOMS**
Arthur T. Murray, Managing Director KIN. 0300
Single, \$4 up; Double, \$6 up

MAJESTIC

Broad and Girard Avenue **400 ROOMS**
William L. Faust, Manager STE. 4000
Single, \$2.50 up; Double, \$4 up

WARWICK

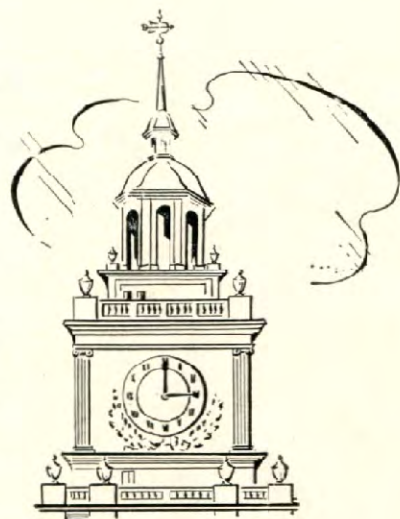
17th and Locust Sts. **900 ROOMS**
George Lamaze, Executive Vice President PEN. 3800
Gerald R. Trimble, Manager
Single, \$4.50 up; Double, \$7 up

• RATES QUOTED ARE BASED ON

A STAY OF 3 DAYS OR MORE AT ANY OF THEM

BIG TOURNAMENT..BE SURE TO VISIT AND FAMOUS HISTORIC SHRINES

It should be remembered that Philadelphia is less than two hours away from the New York World's Fair grounds by direct de luxe trains, with special excursion rates and schedules prevailing. Thousands of visitors to this section of the country are planning to enjoy the quiet comforts and renowned hospitality of Philadelphia's splendid hotels, visiting the many famous shrines and points of interest, and commuting, as it were, to the New York World's Fair on such days as they desire to go.



OF VISITORS...ALL MEMBERS OF THE PHILADELPHIA HOTEL ASSOCIATION

BELLEVUE-STRATFORD

Broad and Walnut Sts. **750 ROOMS**
Claude H. Bennett, General Manager PEN. 0700
Single, \$3.85 up; Double, \$5.50 up

PHILADELPHIAN

Chestnut at 39th St. **600 ROOMS**
Daniel Crawford, Jr., Pres. and Gen. Mgr. EVE. 9000
Single, \$2.75 up; Double, \$4.40 up

WELLINGTON

19th and Walnut Sts. **350 ROOMS**
Richard Howell, Manager RIT. 4800
Single, \$4 up; Double, \$6 up

BENJAMIN FRANKLIN

Chestnut at 9th **1200 ROOMS**
Samuel Earley, General Manager WAL. 8600
Single, \$3.85 up; Double, \$5.50 up

ROBERT MORRIS

17th and Arch Sts. **208 ROOMS**
Louis E. Pike, Manager RIT. 9290
Single, \$2.50 up; Double, \$3.50 up

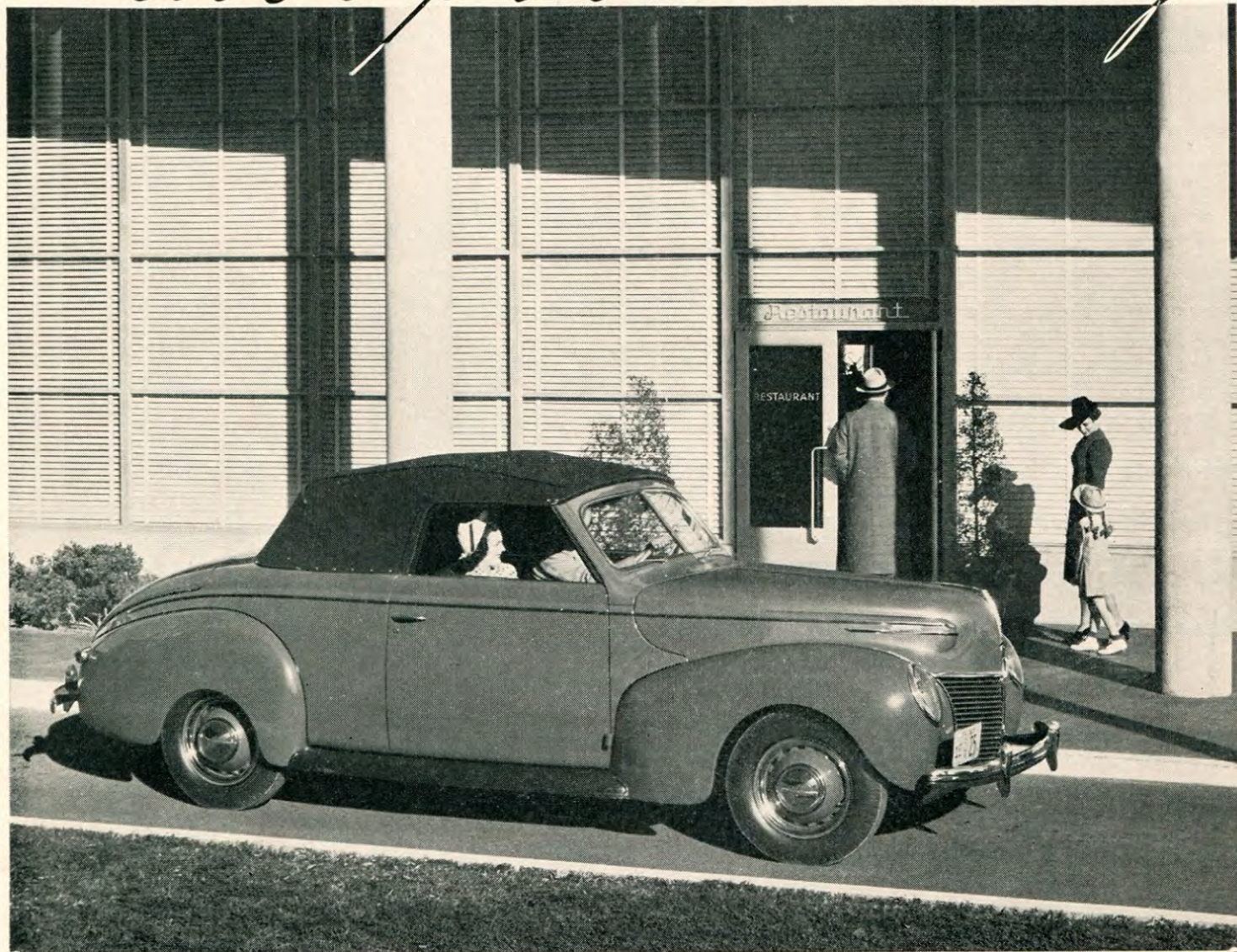
HILLCREST

9425 Stenton Ave., Chestnut Hill, Pa., **50 ROOMS**
Otto P. Anders, Proprietor C. H. 2936
Single, \$2.50 up; Double, \$4 up

ROOM WITH PRIVATE BATH

WILL ENTITLE YOU TO A DISCOUNT OF 10%

Move Up in a Mercury



Where Will You Buy Your Next Car?

Keen, Exacting Buyers say . . .

1. Where we can be relieved of all maintenance problems.
2. Where service is always available . . . DAY AND NIGHT.
Sundays and holidays included.
3. Where the Service Department is conveniently accessible.

BROAD MOTORS gives all these features to Ford, Mercury and Lincoln-Zephyr owners at NO ADDITIONAL COST . . . reason for the steady increase in their sales! You, too, can enjoy

carefree ownership in a Ford, Mercury or Lincoln-Zephyr purchased and serviced through Philadelphia's outstanding mid-city Ford Dealer. Consider these features before you buy again!

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24-HOUR SERVICE



Welcome to Pennsylvania

By ARTHUR H. JAMES

Governor of the State

IT IS indeed a pleasure to welcome and send greetings to participants and spectators of this, the Forty-Third Annual United States Open Golf Championship.

Gathered here in Pennsylvania on these three days are the world's finest golfers, exponents of that true sportsmanship for which America is famous.

It is particularly gratifying to me that one of Pennsylvania's oldest and most outstanding country clubs has been selected as the site of this year's championship event.

To the out-of-state spectators and golfers I extend a cordial invitation to get acquainted with Pennsylvania and its people while you are here. You will find us a plain, simple folk . . . living in a state rich in history, tradition and beauty.

Arthur H. James



Spring Mill Clubhouse

This, and smaller surrounding buildings, will be "headquarters" during the three days of championship play. Complete, well-equipped and with every modern facility, the clubhouse is located approximately thirteen miles from Philadelphia City Hall.



Welcome TO THE **PHILADELPHIA COUNTRY CLUB**

THE Philadelphia Country Club since its inception in 1890, when the founders established it in the old mansion and charming grounds near Bala, has fostered that sporting spirit that regards the rules of the game as more important than the victory. For nearly a half century its members have displayed this spirit in competition in polo, lawn tennis, golf and squash. In 1892 they constructed at Bala one of the first golf courses in this vicinity and when its eighteen holes were found inadequate for the numbers who wished to play, an additional course at Spring Mill was opened on May 28, 1927.

On our first course in 1899 the United States Women's Golf Championship was played and it is consistent with the club's long record of enterprise in sport that in 1939 the United States Open Golf Championship is played at Spring Mill.

To that event I welcome on behalf of the club all those whose emotions are stirred by that superb game, which exemplifies in its best players the height of skill, courage, endurance and courtesy. May all of us, who follow

these contestants, take away, in addition to our enjoyment, some part of their supreme qualities to the future advantages of our own game, both of Life and Golf.

Thomas Ridgway
President



Golf on Two Courses

Forty-seven years have passed since the first member "teed off" . . . and today the country club is proud of its golfing history, its traditions, and its two courses—the one at Spring Mill numbering 210 acres in area, and the other at Bala, 150 acres.



Bala Clubhouse

Interesting to note is that the main portion of this, the "in town" or main clubhouse was erected as a colonial mansion in 1835. Immediately adjoining it (right) is the swimming pool.

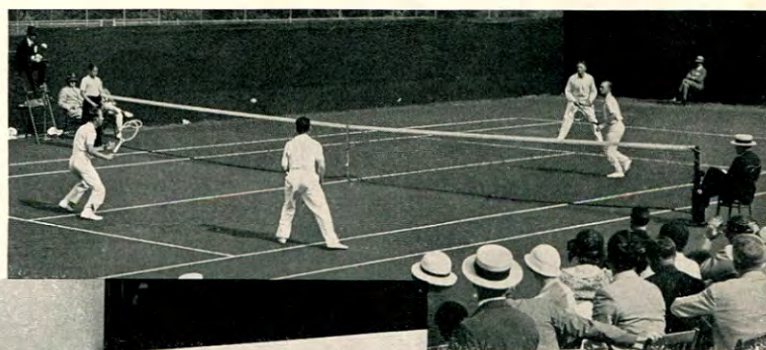


Welcome TO THE PHILADELPHIA COUNTRY CLUB



Polo

Since 1891, polo has been a favored sport ... and matches of international fame have been held in the oval which is just adjacent to the lawn at Bala.



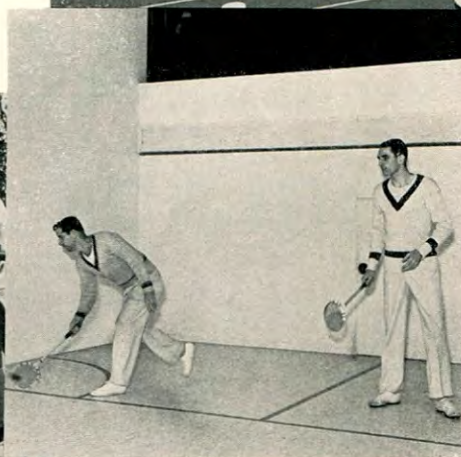
Tennis

On the seven courts of the country club, many famous tournaments have been played ... and this is a scene from the Davis Cup challenge round of 1932 when stars of United States won over an Australian team.



Trap-Shooting

When Fall and Winter arrive, trap-shooting becomes the major outdoor activity ... and here's a scene at the "traps" at Spring Mill.



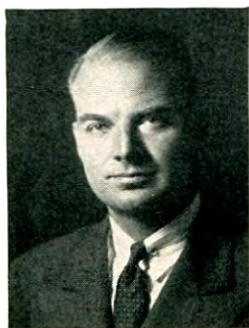
Squash

For more than thirty years squash has been the popular indoor Winter activity at the Philadelphia Country Club, which has two singles courts and one for doubles.

*It's follow through
that counts!*



SOLGAS, Inc.
PHILADELPHIA



Officers and Executive Committee United States Golf Association

Reading from left to right: *Top row:* Jess W. Sweetser, Treasurer; R. Arthur Wood, Vice-President; Charles W. Littlefield, General Counsel. *Second row from top:* Harold W. Pierce, Vice-President; (center) A. M. Reid, President; Frank M. Hardt, Secretary. *Second row from bottom:* Morton G. Bogue, George W. Blossom, Jr., Edward L. Cheyney, Paul P. Farrens. *Bottom row:* Charles V. Rainwater, Thomas Telfer, W. F. Nicholson and Fielding Wallace.

THE STORY OF THE OPEN



This was the thrilling climax to the 1924 Open played at Oakland Hills, Birmingham, Mich. Cyril Walker is acclaimed the new champion after scoring 297.

IN this 43rd Annual United States Golf Association Open Championship, you behold the ultimate of modern wizardry at manipulating a golf ball with a set of clubs. You see here 160-odd performers culled from a field of some 1500 who entered the preliminary lists.

You are witnessing the magic results of developments in the game of golf in this country, ranging back over a period of fifty years. Suppose, in this quiet interim, between sprints to various parts of the course, we take a brief look at some of the highlights of that development.

We start on a day back in October 1895, the fourth to be exact, at the Newport, Rhode Island, Golf Club. Then and there the first Open Championship was played. Ten professionals and a single amateur, a visitor from Toronto, composed the field. They played four times around the little Newport layout, and the best score for the thirty-six holes was 173.

Advance forecasts on the probable winners of these championships are a dime a dozen. That first tournament set the background for this observation. Willie Dunn, James Foulis and Willie Campbell were the three favored to win, but the actual winner turned up in Horace Rawlins, nineteen-year-old assistant to the Newport professional.

So started this annual foray which has come to be

the wildest scramble in the realm of competitive sports. The field had increased to twenty-eight the following year, when Foulis beat out Rawlins by three strokes at Shinnecock Hills on Long Island. Foulis scored 152. Fifty or maybe sixty of the field here will do that well or better.

By 1898 the field had increased to forty-nine, and that year for the first time the boys were required to play seventy-two holes. Fred Herd won with 328. Two years later the tournament was staged for the first time in the Middle West, at the Chicago Golf Club. This championship was made notable by the entry of Harry Vardon and J. H. Taylor, outstanding stars of British golf, and between them winners of eleven British championships. Vardon won with 313, two strokes better than Taylor. It was here that Willie Anderson, a young Scot, made his first bid. He and Alex Smith, another young Caledonian, were to have an important part in writing golf history for the next ten or a dozen years.

This pair tied for the title in 1901, Anderson winning in the play-off. Lawrence Auchterlonie won in 1902, but Anderson came back in 1903 to start a string of three successive victories. Up to the present no other player has achieved that distinction.

Up to this point, competition was entirely among players of foreign birth, Englishmen and Scots, except

for a sprinkling of amateurs. But at the turn of the century, home-breds began unobtrusively to make their appearances: Arthur Fenn in 1901, Walter Fovargue the following year, then Tom McNamara and Mike Brady of Boston, and Johnny McDermott of Philadelphia.

McNamara made a strong bid for top honors at Englewood, N. J., in 1909, where he finished second to George Sargent. His second-round 69 was the first score below 70 in the history of the championship. Brady finished twelfth, and McDermott, making his first appearance, was well down the list.

But the following year, the Philadelphia youngster vaulted boldly into the limelight. He led the field by a stroke starting the last round at the Philadelphia Cricket Club, but finished in a tie with Alex Smith, and his eighteen-year-old brother, MacDonald Smith. Alex won in the play-off.

In 1911 at the Chicago Golf Club, McDermott became the first American-born player to win. He and Mike Brady finished in a three-way tie with George Simpson, and McDermott won the play-off. He won outright at Buffalo the following year to become the second player to win two years in succession.

Then followed a turn of events that made golf front page news in American newspapers. Thirteen years after his triumph at Chicago, the great Harry Vardon came over for a second try at the championship. He was accompanied by Ted Ray, British Open Champion in 1912; Wilfrid Reid, a promising English youngster, and Louis Tellier, fine young French player. The Country Club of Brookline, Mass., was the scene of play.

McDermott, McNamara, Brady, Alex Smith and others were on hand to meet the challenge of the invaders, but Vardon and Ray were the outstanding favorites. By the time they had finished out in a tie at 304, all others rated a chance to overhaul them



Smiling Johnny Farrell won the championship cup in '28 after defeating Bobby Jones (left) in a 36-hole play-off at Olympia Fields near Chicago.

had fallen by the wayside—that is, all but one.

Francis Ouimet, nineteen-year-old Boston amateur, playing in his first championship, had started the last round in a tie with the two famous pro's, yet few expected that he would stand up under the strain of that last round. But he reached the turn level with Vardon and a stroke ahead of Ray. Space is not available for a detailed account of the thrilling battle which he waged over that last nine holes, but the story is still an epic in the world of sport. It is history that he finished in a tie, and then went out and beat both opponents soundly in the play-off.

Ouimet became the first amateur to win the championship. And the occasion of his victory served to introduce another youngster, whose name was to figure prominently in golf the world over for the next twenty-five years—Walter Hagen. Hagen tied for fourth at Brookline, then came back to win in 1914, extending the home-bred reign inaugurated by McDermott in 1911 and continued by Ouimet.

At the Baltusrol Golf Club in New Jersey in 1915, Jerry Travers became the second amateur to win the title and Chick Evans made it three in a row at Minikahda in 1916. Winning the Amateur at Merion

(Continued on Page 39)



Left: Note the old-fashioned costumes in this scene from the 1914 Open at Midlothian C. C., near Chicago. Below: In the '31 Open at Inverness, Toledo, Billy Burke is congratulated by George Von Elm after winning the longest play-off in Open history. (Seventy-two holes.)



"Let's put the top down!"



SOFT CLOUDS move across the sky, and warm air tells of summer. Roads beckon away from home. This year, go in a Lincoln-Zephyr V-12.

You will cover more ground in shorter time, without increasing speed. Distances will not tire you. Across country or through traffic, you will glide with confidence. Every mile of the way will be comfortable. And you will travel thriftily!

All this will happen to you because the Lincoln-Zephyr offers so many features

that match its outward beauty . . . 12-cylinder power . . . unique construction . . . great comfort . . . the gliding ride . . . great safety . . . high visibility through wide windshield . . . low center of gravity.

"Let's put the top down!" There's a way to go places, this year, that differs from any motoring joy you've known! Lincoln Motor Company, Division of Ford Motor Company.

Ask about the "Automatic Top" Convertible Coupe —you pull a knob and the top lowers automatically!

THE STYLE LEADER

Lincoln-Zephyr V-12

UNITED STATES GOLF ASSOCIATION

THIS IS TO CERTIFY THAT

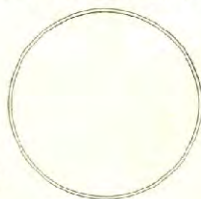
— PHILADELPHIA COUNTRY CLUB —

was on — March 28th 1895 — elected to

— ACTIVE MEMBERSHIP —

in this Association

R. Watson
Secretary



Arthur H. Jones
President

AMERICAN BANK NOTE CO. NEW YORK, U.S.A.

WITH PRIDE OF TRADITION...

ONLY those institutions withstand the ravages of the march of time which deserve to, and tradition is but the footprint of this incessant procession. To have been a part of the organization which through the years has fostered and guided the great development of golf in this country is a source of genuine satisfaction. For these reasons, members of the Philadelphia Country Club feel an appropriate pride in the membership in the United States Golf Association which the club holds.

One must turn back the calendar more than forty-four years—to the evening of December 22, 1895, to be exact—to look in on the birth of that organization. On that occasion seven men gathered at the old Calumet Club at Twenty-ninth Street and Fifth Avenue, New York. When the gathering dispersed, the work of putting together an organization to guide and direct the destinies of golf in this country had been accomplished.

Five golf clubs were represented at this gathering. The men and the clubs were: Theodore A. Havemeyer, Newport Golf Club; John Reid and Henry O. Tallmadge, St. Andrew's Golf Club; Laurence Curtis and Samuel Sears, the Country Club, Brookline, Mass.; Gen. Thomas Barber and Samuel L. Parrish, Shinnecock Hills Golf Club; Charles B. Macdonald and Arthur Ryerson, Chicago Golf Club.

Careful consideration of such records as exist leads

to the conclusion that there were some fifty golf clubs scattered about the country at that time. The five clubs which participated in forming the association were rather an inconsiderable percentage of the total. But golf at that time was still very much in a pioneering stage, having gotten a definite and lasting foothold, less than ten years before. And the above mentioned gentlemen were following the pioneer spirit in laying hold, and getting something started.

The early months of 1895 saw the first efforts to strengthen and build up the new organization, an important part of which, obviously, was the securing of new members. The Essex County Country Club, Manchester-by-the-Sea, can claim the distinction of being the first new member elected, and next in line is the Philadelphia Country Club. Both clubs were elected at the same meeting, March 28, 1895.

Thus to the distinction of being the first club in Philadelphia to provide golf for its members, the Philadelphia Country Club can add that of being the first in the city to be accepted into membership in the United States Golf Association, and the seventh on the roll of members of that organization.

From this early association with the game and its pioneers, and through the succeeding years, the Philadelphia Country Club has had a part—honoring, observing and maintaining the fine traditions of the game.

TOURNAMEN CHAIRMEN



Brendan D. Walsh, *General Chairman*



Walter C. Pew, *Vice-Chairman*

A GENERAL CHAIRMAN and a vice-chairman can achieve little or nothing without cordial response and willing endeavor from the active committee chairmen who function with them.

It has been a pleasure and a privilege for us to have been in close association with those pictured on the opposite page.

Since early Autumn they and their committees have been hard at work behind the scenes . . . and the success of the 43rd United States Open Championship, which goes into golf history with this tournament's end, to a large extent has depended on the effort that these men and women so willingly put forth.

If we were asked to state which committee was most active, our response would be that *all* have given full measure of fine service. All have responded magnificently to the many demands on them . . . and on another page you will find their names listed.

We are mindful, too, of the fine effort of Mr. Joseph S. Shaw, Manager of the Philadelphia Country Club. He has toiled tirelessly—giving us and the committee chairmen every possible assistance at all times.

Brendan D. Walsh

Walter C. Pew

CHAIRMEN of the Philadelphia

Country Club



Auto & Police Comm.
Frank H. Mancill
Chairman



Caddy Committee
Russell A. Cannon
Chairman



Financial Committee
C. Stevenson Newhall
Chairman



Gallery Committee
James F. Warren
Chairman



Golf Course Committee
M. G. Curtis
Chairman



House Committee
J. Harris Warthman
Chairman



Inter-Club Committee
Stanley A. Welsh
Chairman



Parking Committee
J. Maxwell Smith
Chairman



Publicity & Program Committee
M. H. Leister, Chairman



Telephone, Telegraph & Information Comm.
Benjamin Phillips
Chairman



Ticket Committee
James Akeroyd
Chairman



Transportation Comm.
L. Alan Passmore
Chairman



Women's Committee
Mrs. Edwin H. Vane, Jr.
Chairman



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PHILADELPHIA

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Walter C. Pew, *Vice-Chairman*

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Frank H. Mancill, *Chairman*
Dr. Frank P. K. Barker
Dr. Curtis C. Eves
T. Edward Ross
Frank G. Sayre
Maurice W. Sloan

CADDY COMMITTEE

Russell A. Cannon, *Chairman*
G. Clymer Brooke

FINANCIAL COMMITTEE

C. Stevenson Newhall, *Chairman*
F. R. Kirkland, *Vice-Chairman*

GALLERY COMMITTEE

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Edwin L. Dale
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E. C. Felton
Russell D. Graham
G. J. Hansen
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Joseph deV. Keefe
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Neil J. Sullivan
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Cornelius A. McGillicuddy, Jr.
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Mrs. Olive V. Gibbon
Mrs. Louis C. Jarrett
Mrs. Edwin Lord
Mrs. Leslie F. Mulford
Mrs. Pierre M. Quilleret
Miss Mary Rushton
Mrs. John R. Williams, Jr.



For A Long Drive

To drive the ball straight down the fairway and land it neatly on the green, you need precision . . . and a good ball. For a long, safe drive on the road you need tires built to withstand numberless road shocks. You choose LEE Tires.

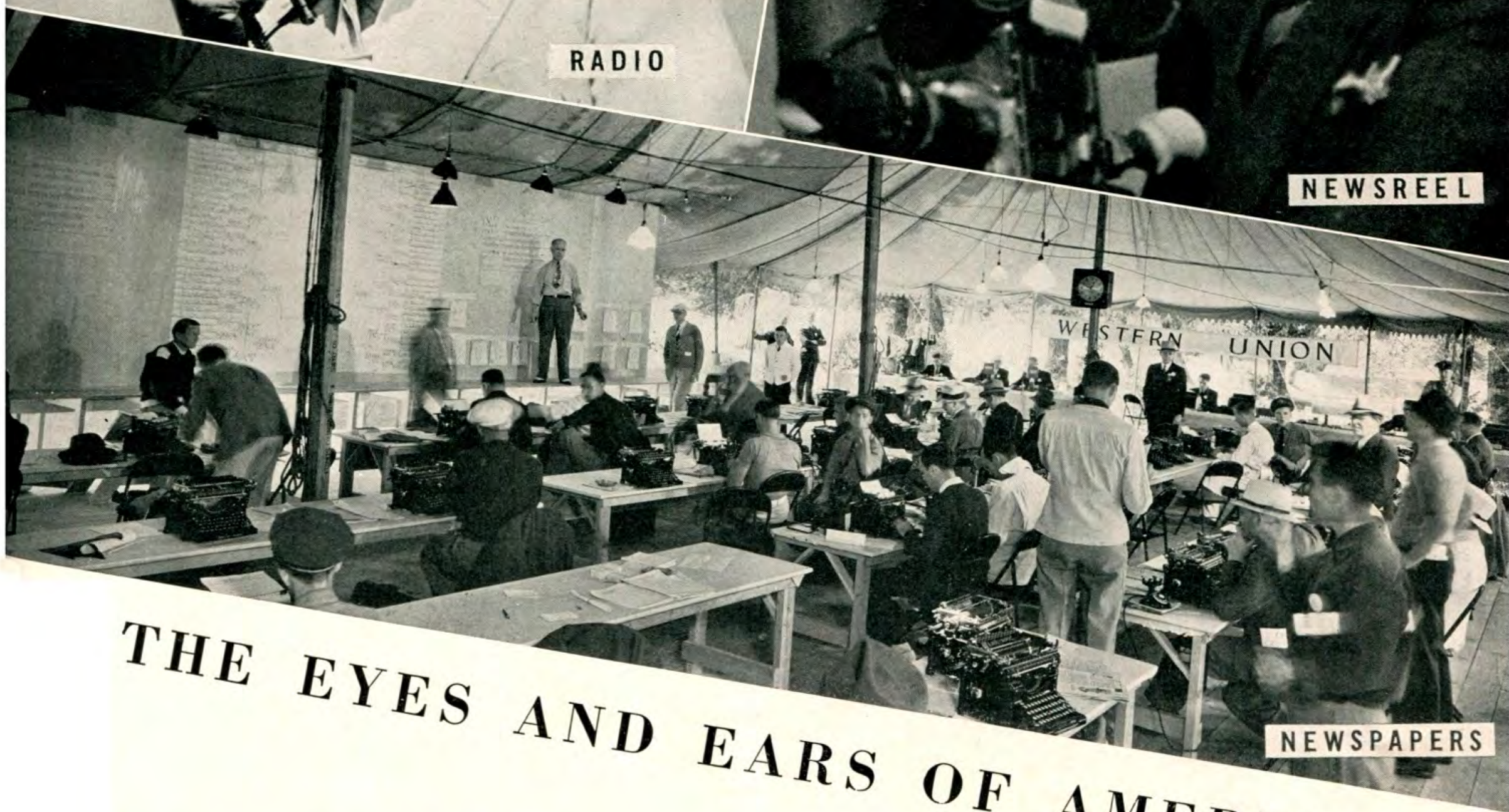
Their tough long-wearing live rubber treads and carcasses that resist internal flexing heat give long mileage, fine performance—because of the precision with which LEE Tires are built, both as to material and craftsmanship. Every LEE Tire is a custom-built type tire, perfectly balanced, tested and re-tested to give you the maximum performance and road service.

You break par on the price, for LEE quality tires cost you no more than other first grade tires. So when you're picking championship form—you'll choose LEEs.



LEE^{of} Conshohocken





THE EYES AND EARS OF AMERICA — are on the Tournament

IT has been observed appropriately enough that the spectators at a big national golf championship work harder than the players. As you skirmish and maneuver for position to see as much of the action as possible, you may marvel that so many people willingly skitter hither and yon over upwards of a hundred acres of terrain to watch even the masters of the game smite a golf ball.

But mistake not that the relatively few who are on hand to see for themselves just what is going on represent more than an infinitesimally small part of those who are interested in what is taking place on this pleasant landscape.

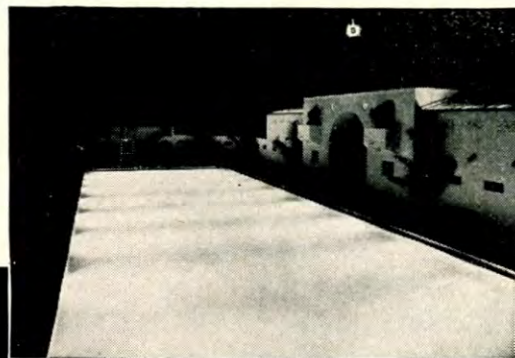
Figuratively the eyes and ears of the world are turned toward this engaging spot while this championship is in progress. And every known modern method of communication, except carrier pigeons, are engaged in acquainting the world with what is happening and the whys and wherefores thereof. Telephone, telegraph, radio, and the motion picture camera are all pressed into service in accomplishing the task.

Consider first the press, meaning principally daily newspapers. Whereas some seventy different publications have personal representatives on hand, it is really the big news-gathering services that count most heavily. All of these cover the job with extreme thoroughness, the Associated Press, the United Press, International News and so on. Among them they supply service to every daily newspaper in the country.

Moreover each of these organizations has contacts and affiliations with similar foreign services in other parts of the world that cover the entire globe. Direct service to the Latin Americas are maintained by each of the above, and of course all have Canadian connections. Through London and other news centers similar services distribute reports to South Africa, Australia, New Zealand, Japan, in fact the entire east.

Let's take a look at how these organizations work. First, they are what are called 24-hour services. They serve both morning and afternoon papers. Each has a director in charge of a staff of from four to six special representatives. The director spends most of

LIGHT ADDS HOURS FOR PLAY



Beautiful as well as effective. The floodlighting of this pool at Miami Beach was designed by General Electric



Floodlighting of practice driving ranges makes them available for extra evening hours

FLOODLIGHTING of athletic fields and playgrounds has increased recreational opportunities for millions of Americans. Baseball and football—softball, tennis, and swimming—horses and ice skating—sports of every kind have been opened up to those who haven't time to play or watch games in the daytime.

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General Electric joins millions of sport-loving Americans in congratulating the Amateur Athletic Union on its completion of 50 years of service to the nation.



G-E floodlighting makes this tennis court available for several hours of extra play each day

G-E floodlighting extends the usefulness of this softball field at Watertown, Wis., to evening hours



GENERAL  **ELECTRIC**

his time in the press tent. The others follow the different popular favorites or prominent contenders through their rounds. By means of field telephones, located at convenient places, these report in periodically the progress of their players.

The man in charge assembles these several reports and "whips" them into "running stories" which are immediately put on the wires to the New York office. Here with brief editing, they are re-wired over leased trunk lines by teletype to papers throughout the country. In this way a paper in Denver or Portland receives the dispatch at the same time that it is being recorded by the machine in Boston or Washington.

Periodically during the day, the director of the staff files new "leads" to keep abreast of developments on the course, and this is continued through the day until final editions of the afternoon papers

Husing generally confines his activities to a station near the clubhouse, where he can watch each prominent contender approach the finish line. Meantime his own special runners will be covering the course to bring him details of interesting phases of play.

Including the entire United States, Hawaii and several cities in Canada, this broadcast will be heard through more than 90 stations. You can make your own estimate as to the number of persons, who get a line of what is happening, or has just happened on the course through a loud speaker.

Movie newsreels are handicapped in the thoroughness with which they can "cover" an Open Championship, by reason of the fact that it is impractical to allow their trucks to wander at random over the course. Usually certain spots are designated within which they may operate, and if they don't get anything else, they are usually in on the fun when the crowd hoists the winner on its shoulders.

Officials of several newsreel organizations, including Paramount, News of the Day, Universal, and Fox Movietone, estimate that as many as 25 millions of persons see such of the action of the championship as they are able to include in their weekly releases.

Some idea of the coverage which the press alone gives to these Open Championships may be had from the facts that the Associated Press and the United Press estimate that they will send out approximately 50,000 words each during the three days of play. The Western Union and Postal Telegraph Company expect to handle between them approximately 250,000 words during the three days' frolic.

The fact that today newspapers in practically all cities of 50,000 or more designate special writers to cover golf, whereas twenty years ago there were no more than two dozen or so special golf writers, is one mark of the amazing growth of the game. And this championship has drawn together a notable array of writers whose fame spreads far and wide. Among them are O. B. Keeler, Atlanta Journal, who followed Bobby Jones in all of his national championships, here and abroad; A. Linde Fowler, who has been covering golf since Francis Ouimet burst into the limelight more than a quarter of a century ago; Kerr Petrie, Herald-Tribune; W. D. Richardson, Times, and George Trevor, the Sun, all of New York; Walter McCallum, Washington Star; W. F. Fox, Jr., Indianapolis Star; Billy Sixty, Milwaukee Journal. There are also Philadelphia's own newspapermen, Harry Robert, Evening Bulletin; Mort Fetterolf, Jr., Evening Ledger; Fred Byrod, the Inquirer, and Otis Hulleberg, the Record.

To facilitate the handling of news, a special press scoreboard is installed in the press tent. Through field telephones the progress of all players is reported at the end of regular periods. At the finish of the round the scorecard, hole by hole, is posted on the board together with special notice on an adjoining bulletin board covering any unusual or interesting episode in the play of the round.



Ted Husing and the Columbia technical crew broadcasting from a specially designed truck for golf course work.

are on the press. Then follows a resume and general story of the day's play for morning papers.

Meantime, special representatives of different papers will have been looking after special angles and features in which their papers are interested. Representatives of morning papers usually file their own general stories of the day's developments. Afternoon men, as a rule, allow the news service to take care of the "running story" and turn their attention to highlights and human interest stories of the day, for a story to run in the early editions the following day.

Radio coverage is restricted to the activities of Ted Husing and his assistants for the Columbia Broadcasting System, for the simple reason that CBS has a contract for exclusive broadcasts of U. S. G. A. Championships. In the Amateur, Husing may set out with a short wave set strapped to a fairway mower, and follow the entire round, particularly in the closing stages of the show. But in the Open, none can know when and where the excitement is to develop, so

They're "tops" of the PRO'S

... GET THEIR AUTOGRAPHS



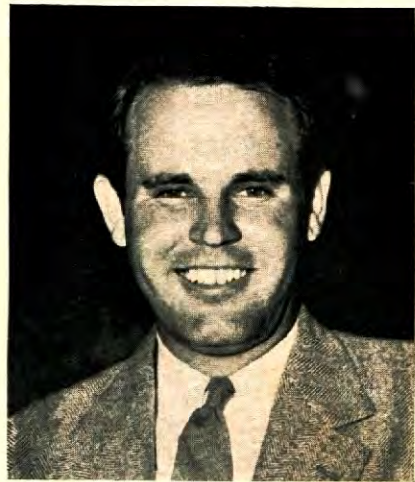
Gene Sarazen

Native of Harrison, N. Y., he and Bobby Jones are the only players to win British and American Open titles in the same year. Has been a member of every American Ryder Cup team, starting in 1927, six in all.



Henry Picard

Born in Plymouth, Mass., he attracted attention in 1931 when he led at the end of 36 holes in the North and South Open at Pinehurst. During the past four years, he has been among the leading money winners.



Ralph Guldahl

The defending champion was born in Dallas, Texas. Began as a caddie, played as an amateur, turned pro at 18. If he repeats at Spring Mill, he will be the second in history to win the U. S. Open three in a row.



Jimmy Thompson

English-born, but brought here when he was around 11 years old. Rated the longest hitter among the professional golfers. He won Los Angeles Open in 1938—was second to Sam Parks in 1935 U. S. Open.



Paul Runyan

He is the bantam-weight among the top-flight professional players. Not a long driver, but deadly with his short irons and putter. At present holds the P. G. A. championship, which he also won in 1934.



Byron Nelson

Hailing from Fort Worth, Texas, he is one of the most promising of the young school of players—winning first prize in the \$12,000 match-play tournament at Boston, became medalist in the 1937 P. G. A. tourney.

They're "tops" of the PRO'S



Craig Wood

First attracted attention in 1928 as winner of the New Jersey P. G. A. title . . . and has been a prominent contender in scores of tournaments. Tied Denny Shute for the British Open in 1933, but lost the play-off.



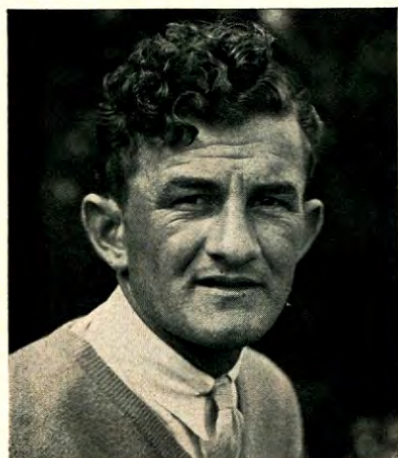
Ky Laffoon

He stepped into the national spotlight in 1933, and in 1934 won the Radix Trophy, now called the Vardon Trophy, with average of 72 20/77 for 77 rounds of tournament play. He will be a threat at Spring Mill.



Harry Cooper

For more than ten years, he has been rated one of the finest shot-makers in golf. A professional at 16, Harry broke the record in the 1936 U. S. Open with 284, only to lose to Tony Manero, who finished with 282.



John Revolta

Born in St. Louis, he became a sensation in the 1928-29 Winter season. In 1935, he won the P. G. A. championship, and twice was the winner of the Miami four-ball matches while paired with Henry Picard.



Jimmy Hines

He was one of the leading money winners in 1936, and won the Metropolitan Open both in 1937 and 1938. He placed eighth in prize-winnings of 1938, and promises to be a distinct threat here at Spring Mill.



Harold "Jug" McSpaden

Broke into national prominence during the Winter season of 1934-35 when he won three tournaments in succession, and emerged as a leading money winner. Was runner-up to Denny Shute for the P. G. A. title in 1937.

(These photographs courtesy of Wide-World)

Please Note . . . and Thank You!

It is *absolutely forbidden* to secure the autograph of any player while he is on the Spring Mill

Course competing in the championship. Readers will appreciate the necessity for this ruling . . .

as the players will be under extremely high tension—and a single stroke may decide

the championship. This is the first time an autograph feature such as this has

been available at any Open tournament . . . and any infraction of the

ruling will prevent its appearance again in future programs.

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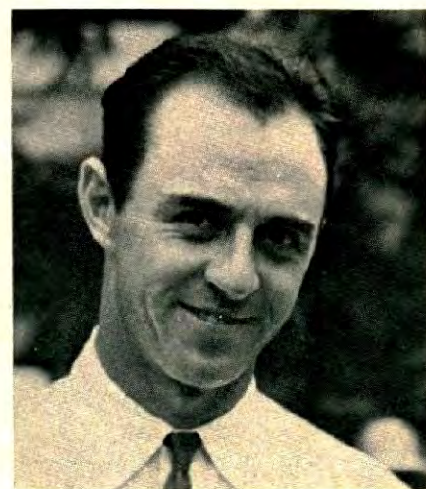


They're "top 1" of the PRO'S



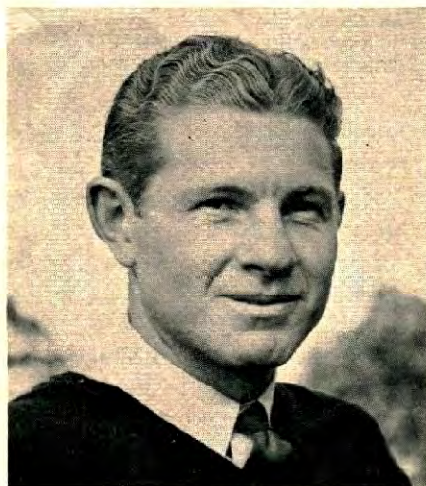
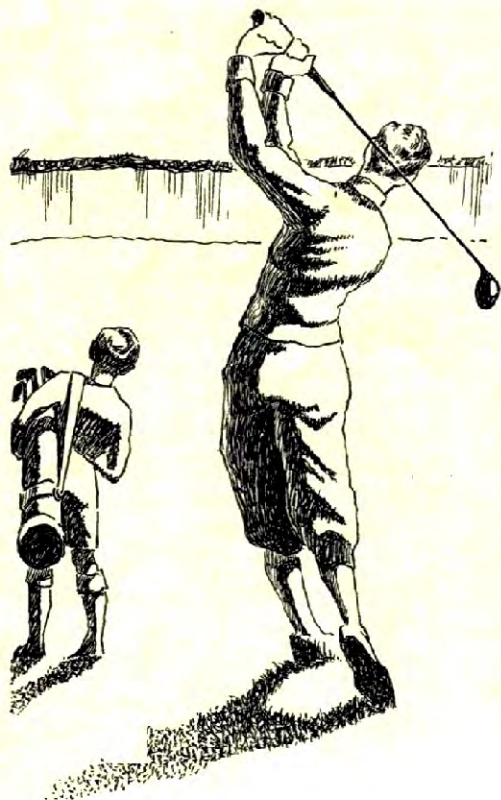
Ed Dudley

Popular pro at the Philadelphia Country Club, Ed is a former Western Open titleholder. He was a sensation on the Coast in the 1937-38 season, winning several tourneys. Hails from Savannah, Georgia.



Sam Snead

The youngest of the first-flight pro's, he led all in prize money in 1938 with a grand total of \$19,389.49. In his first sixty-four golf tournaments, Sam won seventeen . . . placed one-two-three in thirty-four.



Horton Smith

Born in Springfield, Mass., he was the sensation of the 1928-29 Winter season, winning several tournaments. He was a member of Ryder Cup team at 21—won the French Pro. title on his 21st birthday.



Dick Metz

Placed second in the U. S. Open at Denver last year and won several Winter events, including the Miami four-ball in 1938, when paired with Laffoon. An auto injury in 1937 kept him out of golf for a year.

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U. S. WALKER CUP TEAM, 1938

America sent its usual strong links representatives abroad last year for the biennial Walker Cup team contest with Great Britain. The British got a 2-1 edge in the Scotch foursomes play and went on to a 7-4 team victory, their first in the series

which started back in 1932. Although the Americans met defeat in this match, they did not return home empty-handed, for Charley Yates, a member of the team, bagged the British Amateur title. Below is the team and their autographs.

Harold W. Pierce *Bud Ward* *Francis Omered* *John W. Fischer* *Ray Biggins* *Byrones Smith*

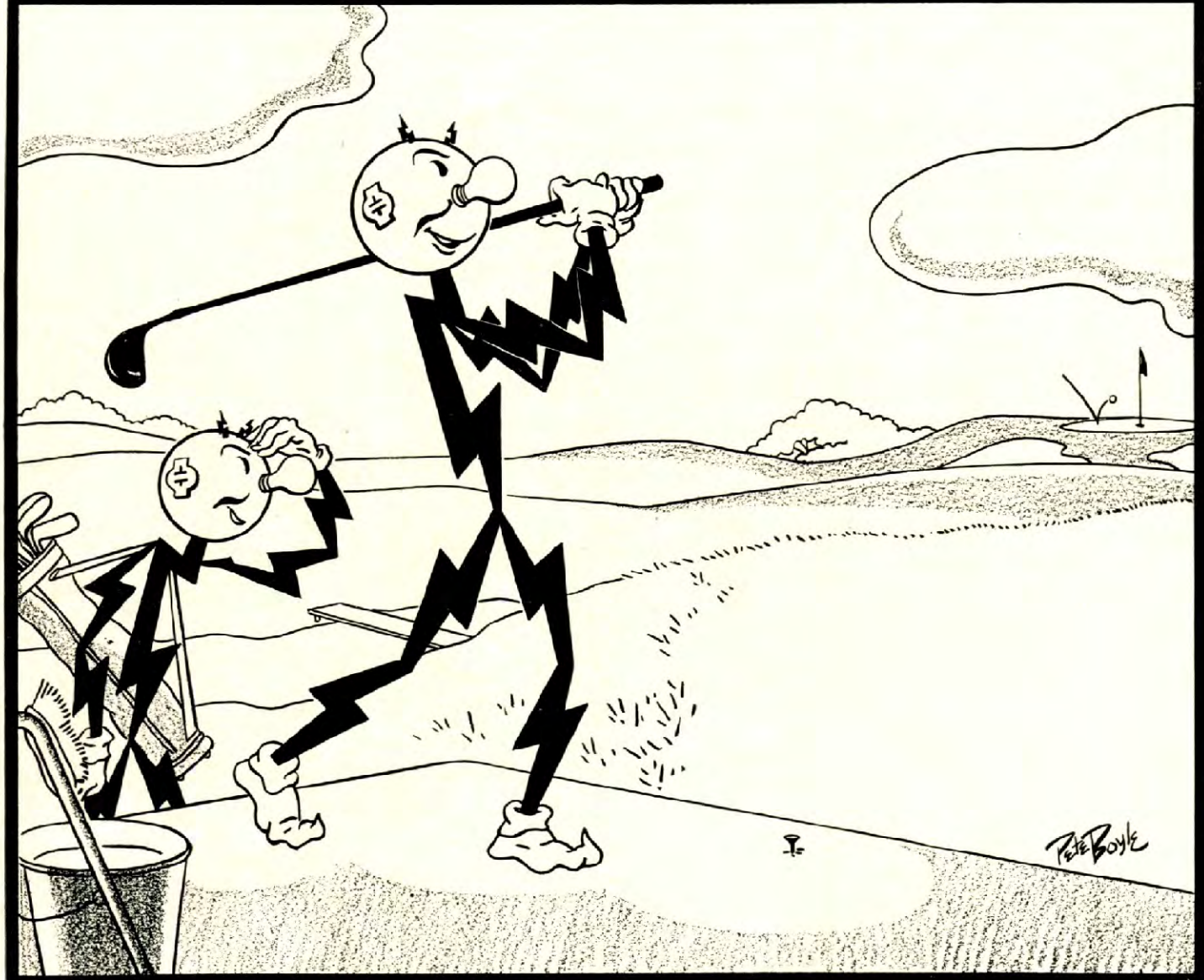


Chuck Kocsis *Johnny Goodman* *Charlie Yates* *Fred Haas, Jr.*

AMATEUR CHAMPION



Member of a famous golfing family which includes six brothers, all pro's, Willie Turnesa, New York, brought the tribe more glory than any of the rest when he ascended the U. S. amateur golf throne at Oakmont last September. He defeated Pat Abbott, Los Angeles movie extra, by the convincing margin of 8 and 7 in the final. The 23-year-old Holy Cross graduate gave one of the greatest exhibitions of trap play ever witnessed in the final.



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"A medalist in my own field, I go around the housekeeping course in no time. I take hazards right in my stride . . . from dirt to water. 'Birdies' and even 'eagles' are second nature to me whether I'm cooking or refrigerating. And at the end of a month of continuously playing around the home links, I turn in a mighty low cost score."

That's how Ready Kilowatt, your electric servant, expresses himself when faced with a golfing audience. A bit on the boastful side. But like all champions, he has the stuff to back up his claims. He's a top-flight artist in every way. And he's so doggone busy performing in thousands of homes that he can afford to work for little money. But he's never too busy to do a full-time job for you!

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RYDER CUP TEAM: VICTORS OF '37

THE triumph of the American Ryder Cup team in the International matches at Southport and Ainsdale late in June, 1937, was a notable one in more respects than one. For one thing it marked the first time since the matches were inaugurated back in 1927 that the visiting team came off victors. In every previous meeting, whether here or in the British Isles, the home team had proven successful.

For another thing, this triumph was scored under conditions which were calculated to help the home guard. Particularly was that true on the second day, which saw the playing of the single, when blustery, rainy weather typical of the Lancashire coast prevailed. And to add further to the situation, no less than half of the American team was composed of players making their first competitive appearance on British soil; Ralph Guldahl, Tony Manero, Byron Nelson, Henry Picard and Sam Snead.

Three of that quintet won their singles matches and three helped in winning in the foursomes. However, it fell to the lot of Gene Sarazen to bring in the bacon at a critical stage, which led on to the eventual triumph.

To review the outcome briefly, the American team had come off with a lead of $21\frac{1}{2}$ to $11\frac{1}{2}$ in the foursomes. In these international matches, when the two sides are even at the end of the scheduled 36 holes, there is no play-off; each player scores half a point. In the singles, Ralph Guldahl, playing No. 1 for our team, walloped

*British Soil Was the Scene, and
Our American Golfers Triumphed
By the Margin of Eight to Four
in a Series of Thrilling Matches*

Alf Padgham by 8 and 7, but Denny Shute could do no better than hold Sam King even. Young David Rees beat Nelson by 3 and 1, and Henry Cotton, Britain's No. 4, beat Tony Manero by 5 and 3. The count stood at 4 all.

Percy Alliss had brought Sarazen in one down on the morning round and had extended his lead to three holes through the ninth in the afternoon. Sarazen had drawn level at the twelfth, only to lose the thirteenth, but he rallied to win the next two, and came to the sixteenth tee, one hole in hand. His second to the long sixteenth caught Grumley's bunker, waist deep to the Connecticut farmer. But he hoisted the ball out onto the green and halved in par 5's. Allis holed a putt all the way across the green at the next, but it got him no more than a half, and they likewise halved the home hole in 4's to leave Gene a margin of one hole.

That put the American team in the lead, and Sam Snead, Ed Dudley and Henry Picard, beating in turn Dick Burton, Alf Perry and Arthur Lacey saw to it that the lead was never relinquished. Dudley was never down after the tenth hole of his match, winning 2 and 1 over the former British Open Champion. Snead went to the front at the sixteenth in the morning and was never headed. He won by 5 and 4. After trailing by one hole on the first nine, Picard took the lead at the seventeenth to win by 2 and 1. The team margin was 8 to 4.

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A TABLE OF THE LINKS

The Tale of a Scoffer Who Imagined It Was a Faint Pastime

By HARRY IRVING SHUMWAY

ONCE there was a Solid Business Man, who had never been bitten by anything he couldn't slap.

His only known hobby was damning the Labor Unions. He had never piped a note on a saxophone, built a short-wave set, or even toyed with a carpenter's bench in the cellar. He was entirely normal.

One afternoon a friend took him out to the country club while he experimented with a new stance.

"What is it?" asked the S. B. M., his curiosity stabbed. "Something new you've bought? Maybe it only needs oiling."

"You don't understand," came the reply with a touch of pity. "A stance is the name of the position you take when you address the pill."

The S. B. M. smiled back in commiseration and sorrow. "You don't mean to tell me you have to name the way you stand up to it!"

"Certainly, mine was all wrong, absolutely wrong; I was actually trying to knock it into the ground, instead of hitting it out."

"Well, that's just too bad; otherwise, you might still have something to live for."

"Oh, go to —! You never played this game, and you don't know what you are talking about."

"Tell you what I'll do," roared the S. B. M. "I have never played this Highland Parchesi, and I have never even been near it before. But you give me one of those skinny bats and a ball, and I'll show you that you don't have to give your legs a name to make a score."

"I'm calling that bet," replied the friend, somewhat nettled. "Here's a mashie, which Aunt Prudence gave me for Christmas seven years ago. I've never been able to break it. Do your worst!"

Saying which, he squared away on the first tee, surveyed the landscape ahead, made a few flourishes in the air with his driver, and pelted the ball a measly hundred and fifty yards down the alley.

"Not so bad," he admitted. "Once I get my bones and muscles to join up in a little team play, I think my game will be what it should."

"Where's the goal?" muttered the S. B. M.

"Perceive yon red banner in the distance? There."

"I see, but what happens, if I go beyond it?"

"You will be presented with one of Tripler's best silk shirts with my compliments. But fear not; that flag is some three hundred and fifty yards away."

The S. B. M. rubbed his hands in the dirt, hitched up his pants, and without further ceremony, lifted a ball a mile in the air. It struck just back of the tee.

"I fouled that one," he said. "There must have been something on it! I usually put 'em into left field."

"No, you hit under it. Your stance is all wrong."

"Oh, I have it too, eh? Well, I'll show you I'm good in my natural state. Just watch me scoop this one off the mud, and put it between first and second."

By a freak of fortune, he did as he had predicted.

"A Texas Leaguer," he beamed. "What did I tell you?"

"Wait," murmured his friend. "Just wait."

Thenceforth ensued a battle between the divots and the willing arm. Every stroke had "murder" unmistakably stamped on it, and the stubborn glebe sobbed as it suffered. The S. B. M. was swinging wild and hard.

At the seventh hole he complained that the ball was playing tricks on him. "It waits," he said, "until I am just getting to it, and then it wiggles."

At the twelfth hole he threw the club into the air, when he found there were no more words he could call upon to vent his feelings in this painful emergency.

Two months passed, and the wife of the S. B. M. met the friend who had led her spouse right up to the germ.

"I'm worried about Bill," she said. "I do believe he is leading a double life."

"Why?" inquired the friend. "That seems incredible to me; you must be mistaken."

"Well, I'm not so sure. But he is keeping the strangest hours. Doesn't stay out late at night, but he's never home for dinner. Saturdays and Sundays I never see him all day, and he talks so strangely in his sleep. Just last night he kept mumbling about his stance, and he said something about beating Colonel Brodie or something like that.

The friend smiled sadly. "It is even worse than you suspect," he said. "Bill will never be the same to you again. He has sold his birth-right for golf."

"There is really no cure for it?" she asked.

"None, positively none. They live on, but as in another world. You may receive messages from him now and then. You may even discern his physical form, if that is any solace, but nothing more."

So she joined two literary clubs and a civic association to get even.

Moral—Everybody has the bug in a sleeping state. It takes but a mere jostle to make it sting a corpse.



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OPEN CHAMPIONS OF THE PAST



<i>Date</i>	<i>Winner</i>	<i>Place</i>	<i>Score</i>
1894	Willie Dunn	St. Andrews Golf Club, Yonkers, N. Y. *	*
1895	Horace Rawlins	Newport (R. I.) Golf Club.....	**173
1896	James Foulis	Shinnecock Hills (L. I.) Golf Club	**152
1897	Joe Lloyd	Chicago Golf Club	**162
1898	Fred Herd	Myopia Hunt Club, Boston.....	328
1899	Willie Smith	Baltimore Country Club.....	315
1900	Harry Vardon	Chicago Golf Club.....	313
1901	Willie Anderson.....	Myopia Hunt Club, Boston.....	331
1902	Lawrence Auchterlonie..	Garden City (L. I.) Golf Club.....	307
1903	Willie Anderson.....	Baltusrol (N. J.) Golf Club.....	307
1904	Willie Anderson.....	Glenview Golf Club, Chicago.....	303
1905	Willie Anderson.....	Myopia Hunt Club, Boston.....	314
1906	Alec Smith	Onwentsia Club, Lake Forrest, Ill.	295
1907	Alex Ross	Philadelphia Cricket Club.....	302
1908	Fred McLeod	Myopia Hunt Club, Boston.....	322
1909	George Sargent	Englewood (N. J.) Country Club.....	290
1910	Alec Smith	Philadelphia Cricket Club.....	298
1911	John J. McDermott.....	Chicago Golf Club.....	307
1912	John J. McDermott.....	Buffalo Country Club.....	294
1913	Francis Ouimet†	Brookline (Mass.) Country Club.....	304
1914	Walter Hagen.....	Midlothian Country Club, Chicago.....	290
1915	Jerome Travers†	Baltusrol (N. J.) Golf Club.....	297
1916	Charles Evans, Jr.....	Minikahda Club, Minneapolis.....	286
1917-18	No tournaments held because of the World War.		
1919	Walter Hagen.....	Brae Burn Country Club, Boston.....	301
1920	Ted Ray	Inverness Club, Toledo.....	295
1921	James M. Barnes.....	Columbia C. C., Washington.....	289
1922	Gene Sarazen	Skokie Country Club, Chicago.....	288
1923	Robert T. Jones, Jr.†...	Inwood C. C., Long Island.....	296
1924	Cyril Walker	Oakland Hills C. C., Detroit.....	297
1925	Willie Macfarlane	Worcester (Mass.) Country Club.....	291
1926	Robert T. Jones, Jr.†...	Scioto C. C., Columbus, O.....	293
1927	Tommy Armour.....	Oakmont C. C., Pittsburgh.....	301
1928	Johnny Farrell.....	Olympia Fields C. C., Chicago.....	294
1929	Robert T. Jones, Jr.†...	Winged Foot (L. I.) Golf Club.....	294
1930	Robert T. Jones, Jr.†...	Interlachen C. C., Minneapolis.....	287
1931	Billy Burke.....	Inverness Club, Toledo.....	292
1932	Gene Sarazen	Fresh Meadow (L. I.) Golf Club.....	286
1933	Johnny Goodman†	North Shore G. C., Chicago.....	287
1934	Olin Dutra	Merion Cricket Club, Phila.....	294
1935	Sam Parks, Jr.	Oakmont C. C., Pittsburgh.....	299
1936	Tony Manero	Baltusrol (N. J.) Golf Club.....	282
1937	Ralph Guldahl.....	Oakland Hills (Mich.) Country Club.....	281
1938	Ralph Guldahl.....	Cherry Hills Club, Denver.....	284

* Match Play

** 36 Holes

† Amateur

Above: Horace Rawlins, who won the first Open championship under U. S. G. A. auspices.
Below: Bobby Jones, four-time titleholder.



From the experience of the "old timer" comes the groundwork upon which present-day golf has been developed. Likewise, it is out of past performance that the modern insurance company has grown.

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FIRE, AUTOMOBILE, MARINE AND ALLIED LINES OF INSURANCE

DEFENDING Champion, Ralph Guldahl, winner in 1937 and 1938 arrived at the top in professional golf the hard way. For seven years he pounded the turf in these annual affairs before he finally found the gate to the throne open. Appearing first at Interlachen

in 1930 at the age of eighteen, he finished thirty-ninth. A year later he tied for thirty-second, but at Fresh Meadow in 1932, he dropped to fifty-sixth.

Then for a time it appeared that the smile of Lady Luck was turning his way. In the 1933 tournament at North Hills, Chicago, he came to the seventy-second green to find a putt of four feet imposed between him and a tie for first place with Johnny Goodman. The ball struck the rim of the cup but refused to drop.

It is worth recording, however, that he had started that last round six strokes back of Goodman, who had further increased his lead to nine by playing the first three holes three strokes better than par, whereas Ralph was level with par figures. But Guldahl got back these nine strokes on the next eleven holes and was even with Goodman as he finished the fourteenth.

At Merion in 1934 he tied for eighth, but at Oakmont the next year he slumped badly to finish in a

TWICE THE WINNER—

Ralph Guldahl

tie for fortieth. He finished eighth behind Tony Manero at Baltusrol in 1936, and it is a strange coincidence that it was with little Tony that he tied for fortieth at Oakmont the year before. Then came Oakland Hills at Detroit in 1937, and the realization of his ambitions.

Sharing a tie for second place starting the final round with Sam Snead at 212, a stroke back of Ed Dudley, the leader, Guldahl was just holing out on the eighth green when a mighty shout went up announcing the fine finish of Snead to take the lead with a total of 283. Guldahl had just run down a thirty-footer for an eagle 3 on the eighth, and when he finished the first nine in 33, he was on his way to overhaul Snead and to win with 281, the record score for the Open.

At Denver last year, starting the final round, he was four strokes back of Dick Metz, the leader, and on back of Jimmy Hines in second place. But the challenge of both withered away in that final round. He returned a 69, two strokes under par, and the best of his four rounds to finish with 284, six strokes better than Metz who finished second.

The defending champion faces a chance to tie a record which has stood since 1905, the achievement of winning three successive championships.





2

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NOW... and THEN

Philadelphia Country Club's championship women's team of '38: (from left to right) Mrs. E. H. Vare, Jr., Helen Sigel, Mrs. R. Seltzer, Mrs. E. Lord, Mrs. H. Lindenmeyr, Mrs. R. B. Jarrett and Elsie Garthwaite.

EVER since the beginning of the Philadelphia Country Club, its women members have played an important part in golfing activities. In 1899, the ladies were hosts to the American women's championship. In that tourney, Ruth Underhill defeated Mrs. Caleb Fox, a member of the Country Club, for the title. Forty years have passed since then, many of them marked by notable golfing by the women members. 1938 was an outstanding year for the women's golf team. Ending their season in a triple tie with Merion and Wilmington, the Philadelphia Club women won the play-off from both—and were awarded the coveted Philadelphia Cup. Among women golfers of the club, several have risen to national prominence—notably, Mrs. Caleb Fox, Mrs. Clarence Vanderbeck and Mrs. E. H. Vare, Jr. (better known to the golfing world as Glenna Collett), who is a six-time national titleholder. She is pictured on the right.



Scenes from the club album showing Mrs. Caleb Fox (left) and the "crowd" viewing the women's championship, 1899. Interesting to note is that Thomas Ridgway, present club president, is a spectator on extreme left.



FASHIONABLE SOCIETY FOLK WATCHING THE EXCITING FINISH BETWEEN MISS UNDERHILL AND MRS. FOX, AT THE PHILADELPHIA COUNTRY CLUB'S GOLF LINKS.

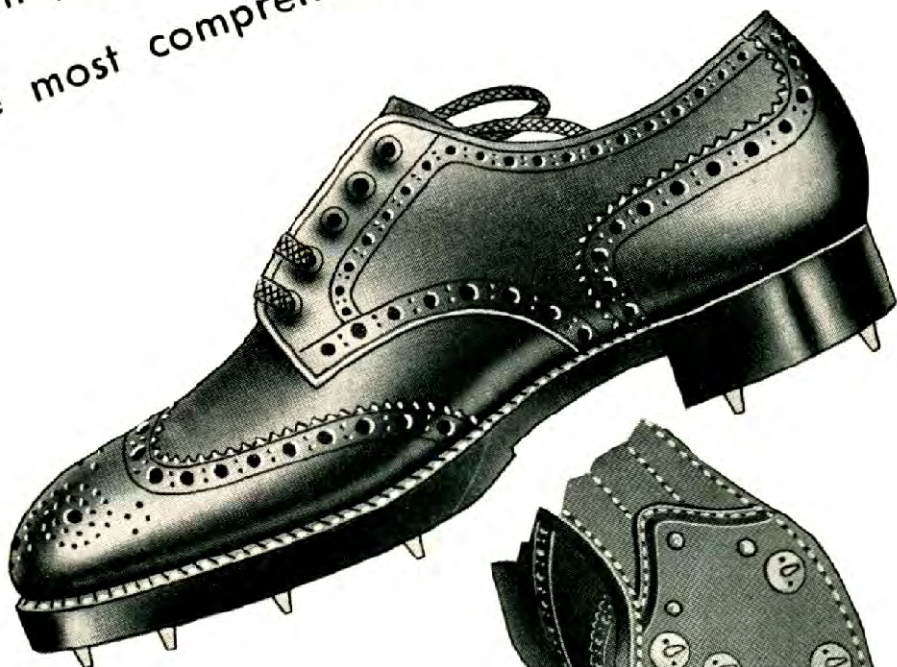


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Story of the Open *(continued from page 11)*

the same year, Evans thus became the first to win both titles in one year. The Amateur at Merion, incidentally, served to introduce into national competitive ranks another youngster, Robert T. Jones, Jr.

The World War created an hiatus of two years in the sequence of these championships. On resumption in 1919, Hagen scored his second triumph, defeating Mike Brady in the play-off of a tie at Brae Burn.

An influx of newcomers broke in at Toledo in 1920, including Bobby Jones, Gene Sarazen, Johnny Farrell, Leo Diegel and Bill Mehlhorn. Our old friends, Harry Vardon and Ted Ray, were back again, and Big Ted broke the sequence of home-bred victories started by McDermott nine years before.

Jim Barnes made the 1921 tournament at the Columbia Country Club near Washington notable by reason of the margin of his winning. He led Walter Hagen and Fred McLeod, who tied for second, by nine strokes, which is still the most emphatic triumph in the whole history of the championship.

Finishing in a tie for fifth at Columbia, Jones in 1922 began a stretch of nine years, during which with a single exception, 1927, he either won or finished second. Gene Sarazen beat him by a stroke at Skokie. He won in 1923, 1926, 1929 and 1930. In 1923 he beat Bobby Cruickshank in the play-off of a tie and repeated against Al Espinosa in 1929. Meantime he lost play-offs with Willie Macfarlane in 1925

and Johnny Farrell in 1928. He finished second to Cyril Walker in 1924.

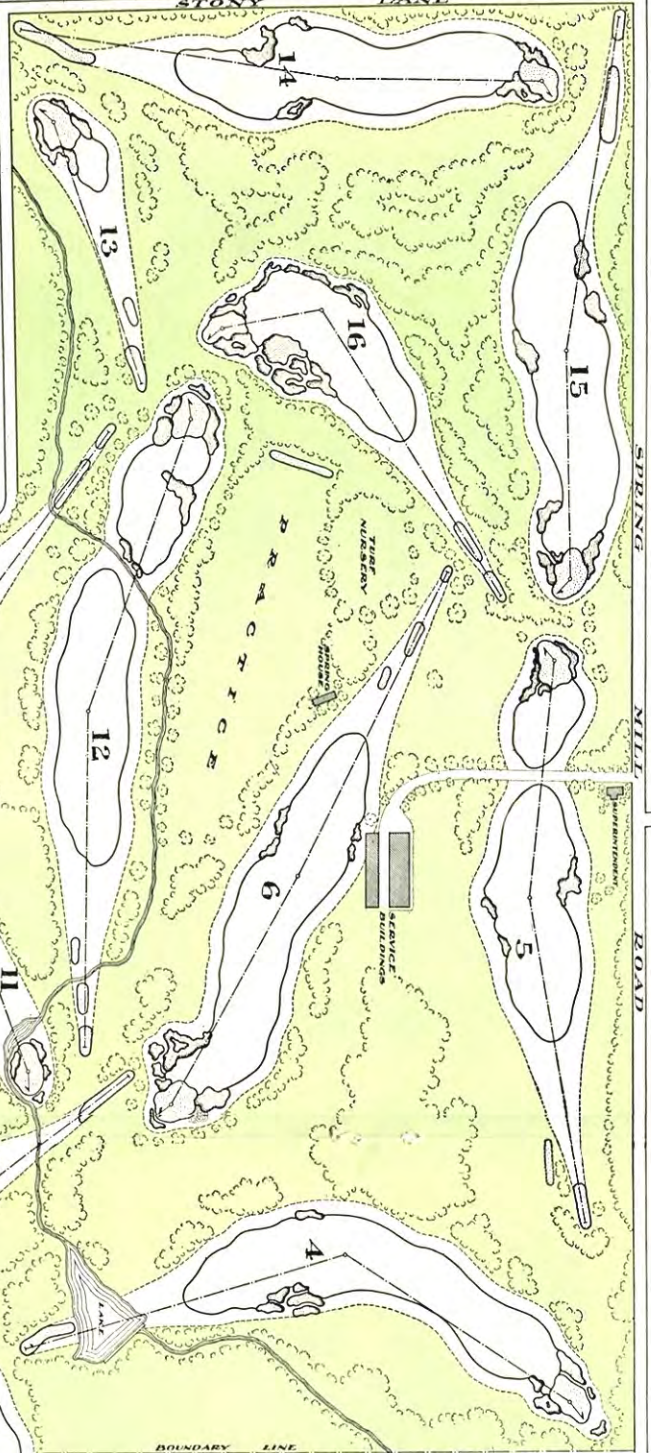
After winning in 1922 at the age of twenty, Gene Sarazen had to wait ten years to win another U. S. Open. He entered at Fresh Meadow, shortly after winning the British Open in 1932. Midway through his third round, he appeared to have been relegated to a place among the also-rans, but he rallied to play the last twenty-seven holes in an even 100 strokes, twelve better than even 4's, finishing with a 66!

So-called "dark horses" have had their innings over the years on more occasions than a few. Oui-met's performance at Brookline rates No. 1. Sam Parks' triumph at Oakmont in 1935 was amazing. Cyril Walker drew scant consideration at Detroit in 1924, Willie Macfarlane was overlooked at Worcester the following year, and Johnny Goodman was a rank outsider at North Hills in 1933.

Tony Manero could have written his own odds at Baltusrol in 1936. Incidentally he had tied for fortieth place the year before at Oakmont, with, of all persons, Ralph Guldahl. And he had to hole a chip shot at the last hole in the sectional elimination tests to even qualify for his appearance at Baltusrol.

Ralph Guldahl set a new record for the championship in winning the 1937 tournament at Oakland Hills, Detroit, with 281. When he repeated at Denver last year, he became the first to do so since Jones retired after the 1930 campaign, and the third in more than thirty years.

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C A R D			
HOLE	OUT		PAR
	YARDS		
1	450		4
2	234		3
3	384		4
4	453		4
5	425		4
6	447		4
7	191		3
8	479		4
9	350		4
TOTALS	3413		34
IN			
10	454		4
11	169		3
12	480		4
13	206		3
14	304		4
15	421		4
16	328		4
17	363		4
18	558		5
TOTALS	3373		35
COURSE TOTAL	6786		69

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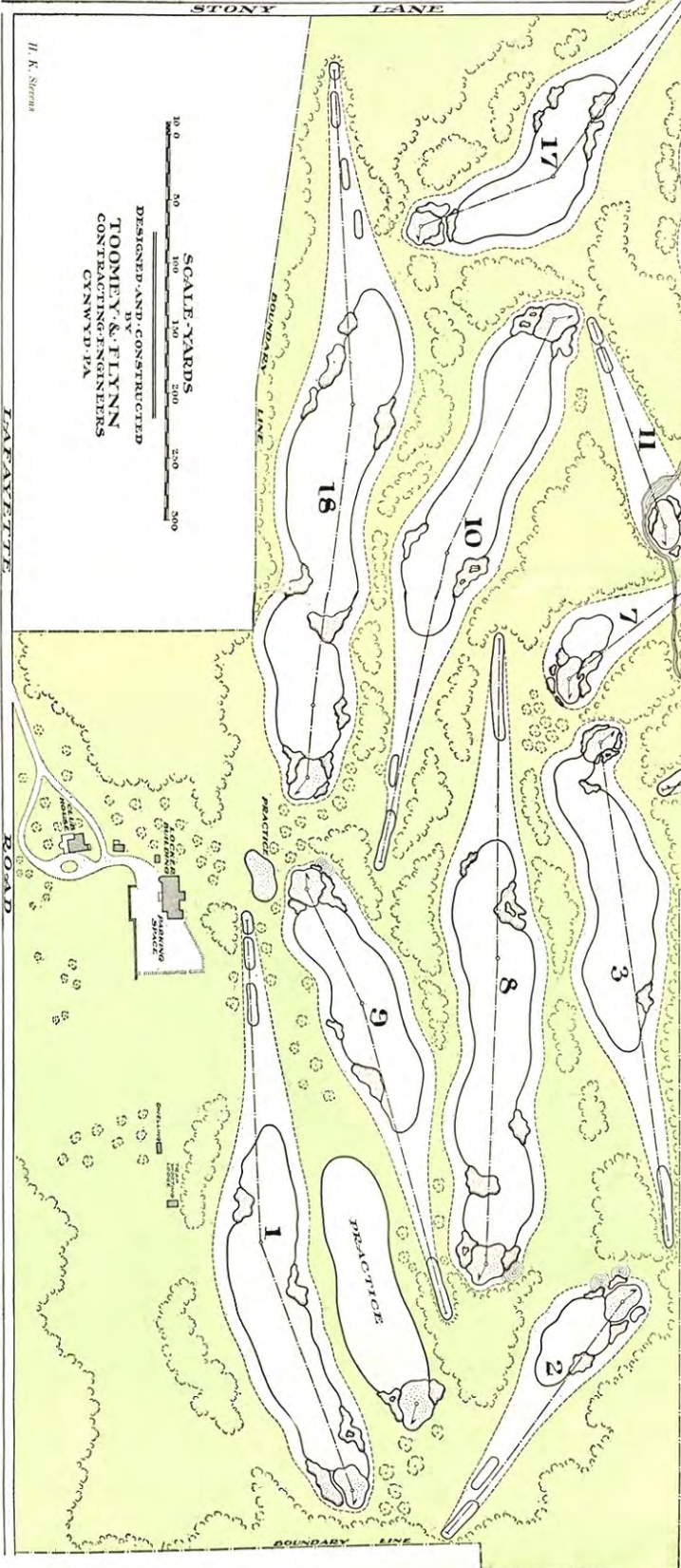
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1st Hole, 450 Yards, Par 4



The starting hole is slightly doglegged to the left. A trap has been placed 230 yards from the tee on the left side of the fairway forcing play to the right. It is not necessary to carry this trap. A well-hit drive will come to rest in the right center of the fairway, leaving a fair shot to the green with a four or five iron played slightly to the left. The green has only one trap which is a large one on the right.

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2nd Hole, 234 Yards, Par 3



A fine one-shot hole. This hole varies as to the clubs used. Some use brassies and spoons. The very long player will use a long iron. The green is planned so that a straight or hooked tee shot may find a lot of trouble. The shot to play here is a slight fade which will find the championship cup location.

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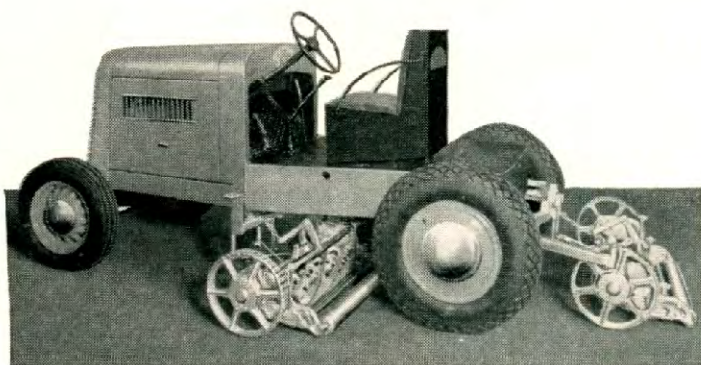
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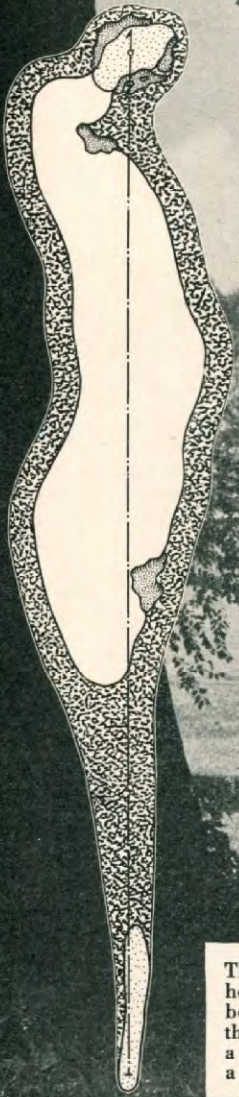
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3rd Hole,
384 Yards, Par 4



The third hole is one of the four boundary holes. A slice will put the player out-of-bounds. This tee shot, if well played to the left center, will give the contestants a nice half-eight or full niblick shot from a down-hill lie to a well-guarded green.

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4th Hole, Par 4
453 Yards,



This is a good two-shot doglegged hole to the right. A tee shot placed to the left of the traps guarding the turn in the hole gives a player a level stance from which to play a spoon or long iron second shot to the long sloping green. The player attempting to cut corners will find a sharp down-hill lie and heavy rough; the distance is shorter, but it is a dangerous play. After the player has played two good shots to the green he still has to cope with this large sloping green.

COMPLIMENTS OF

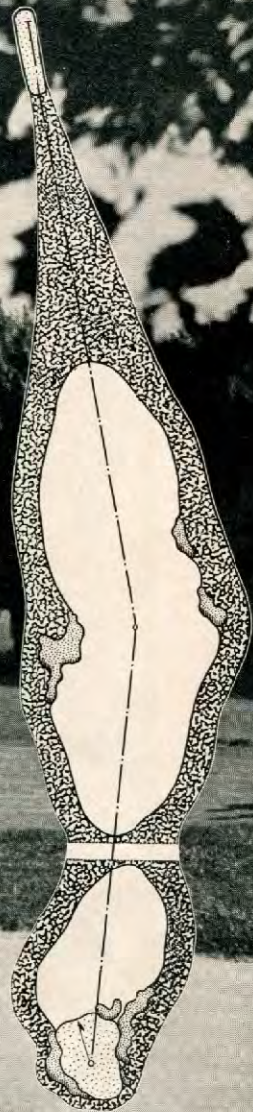
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5th Hole, 425 Yards, Par 4

In playing this hole, the tee shot must favor the right center, as the fairway slopes very sharply to the left and the ball may reach a trap or heavy rough. Assuming the first shot has been well placed, the second shot would be a good five iron or an easy four. This green is so designed that a high second shot is the proper one.



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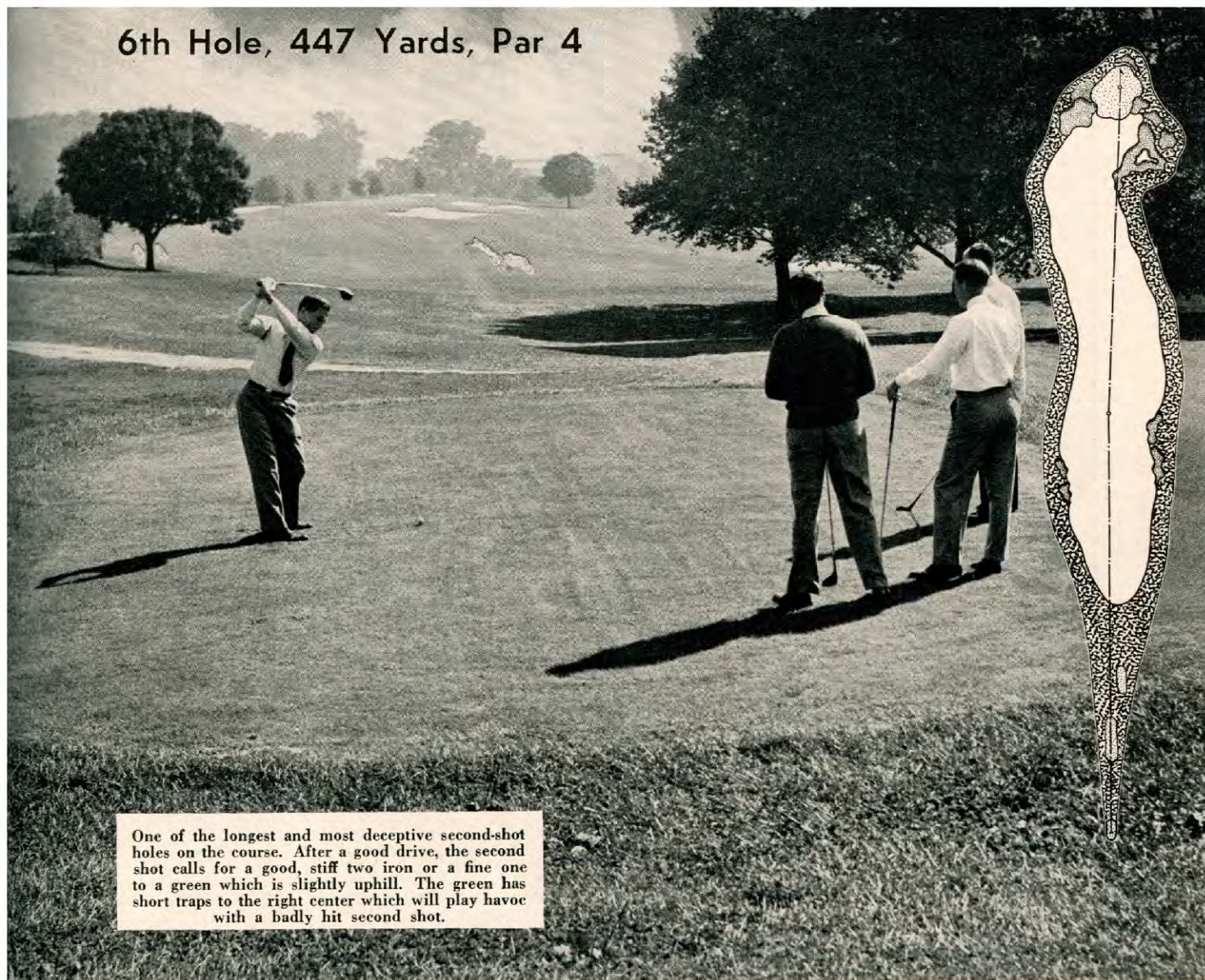
No matter what the occasion or problem presented, Keystone is always ready and eager to assist in every possible way. **It is gratified to have had the privilege of planning and supervising the parking arrangements for this year's National Open Golf Championship at the Philadelphia Country Club.** And it likes to believe that such instances of public service help it to merit the support of thinking motorists!

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6th Hole, 447 Yards, Par 4



One of the longest and most deceptive second-shot holes on the course. After a good drive, the second shot calls for a good, stiff two iron or a fine one to a green which is slightly uphill. The green has short traps to the right center which will play havoc with a badly hit second shot.



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7th Hole, 191 Yards, Par 3



This hole requires a very good high three iron in order to make the shot hold the green. A low shot will find plenty of trouble. The green has three huge traps to the left and right, also a trap 15 or 20 feet off the green in the right center back.

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This hole will probably cause a lot of trouble. It will require a fine long tee shot 250 yards to carry the center bunkers for position. The second shot will be a three wood or a long, low iron. There will be plenty of room at the entrance of the green for this shot, if proper position is played.

8th Hole, 479 Yards, Par 4

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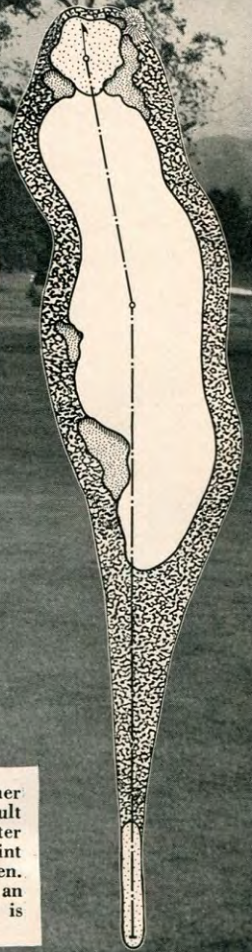
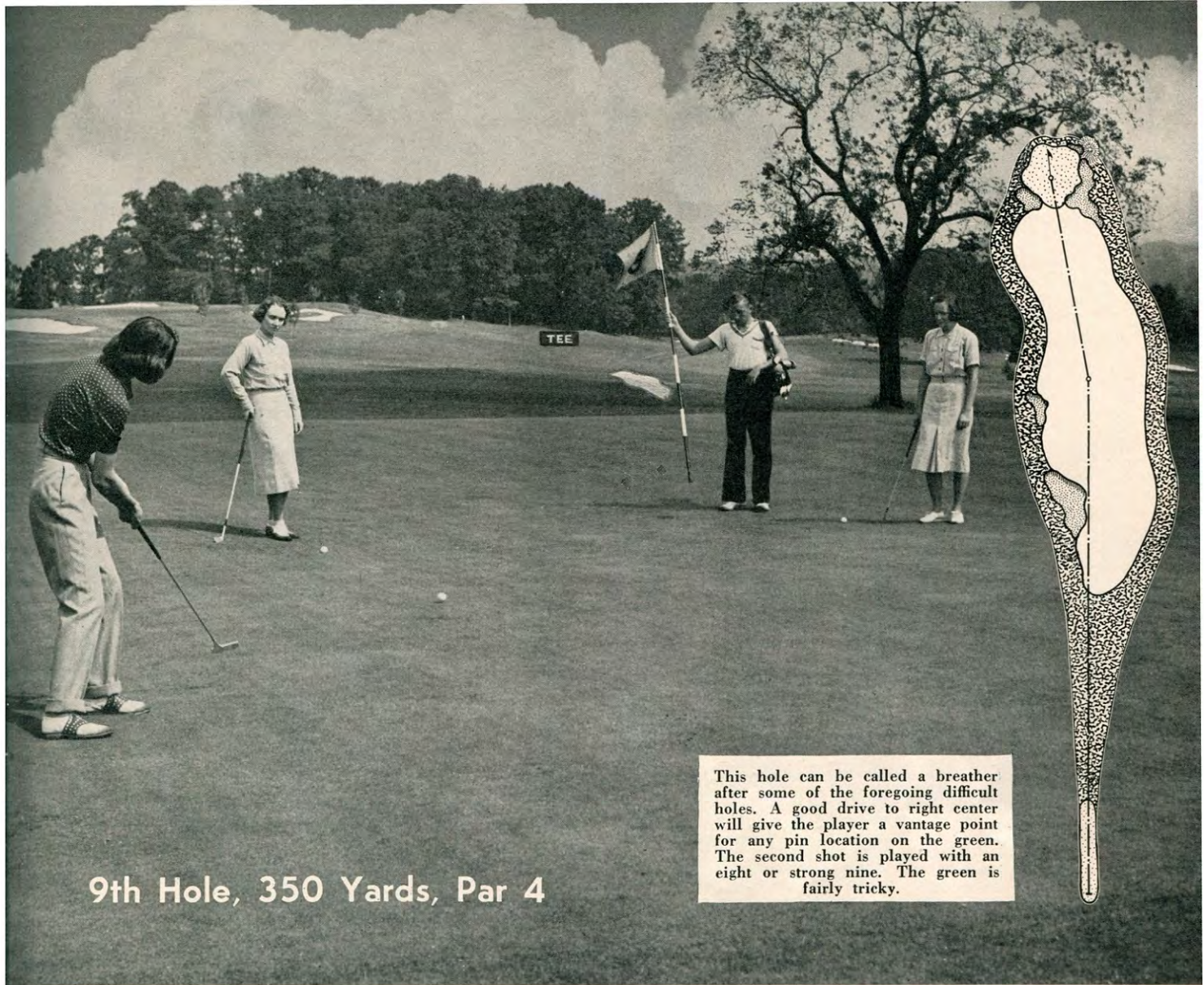
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9th Hole, 350 Yards, Par 4

This hole can be called a breather after some of the foregoing difficult holes. A good drive to right center will give the player a vantage point for any pin location on the green. The second shot is played with an eight or strong nine. The green is fairly tricky.

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10th Hole, 454 Yards, Par 4



The third hardest two-shotter on the course. A good drive, straight away, carrying to the left-hand corner of the right-hand trap, will leave the player a three, two or spoon to the green. The prevailing wind has a lot to do with this. The green is quite large and deceptive.

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11th Hole, 169 Yards, Par 3

This hole can be played with irons ranging from a five to a nine. It is a small semi-island green with water on the front and right-hand sides, and sand on the other sides. This shot calls for extreme accuracy.

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**12th Hole,
480 Yards, Par 4**

A semi-doglegged with a brook running through it, making an excellent par four hole. The player hitting the drive to the left center of the fairway gives himself a brassie or spoon for his second over the brook to the green. However, there will be plenty of trouble, as the green is well-trapped on both sides.

*On the occasion of the Forty-third U. S. G. A. Open Golf
Championship, we congratulate the Philadelphia Country
Club and extend to all its Members our best wishes.*

*THE PHILADELPHIA SECTION of
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Paddle-Type
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G. B. LEWIS CO. Dept. P39, Watertown, Wis.



13th Hole, 206 Yards, Par 3

One of the outstanding par 3 holes on the course. The tee is long and the club used will, of course, depend on the distance. It will play from a three to a brassie or driver. The green slopes to the left and the shot calls for a slight draw. Out-of-bounds is to the left.

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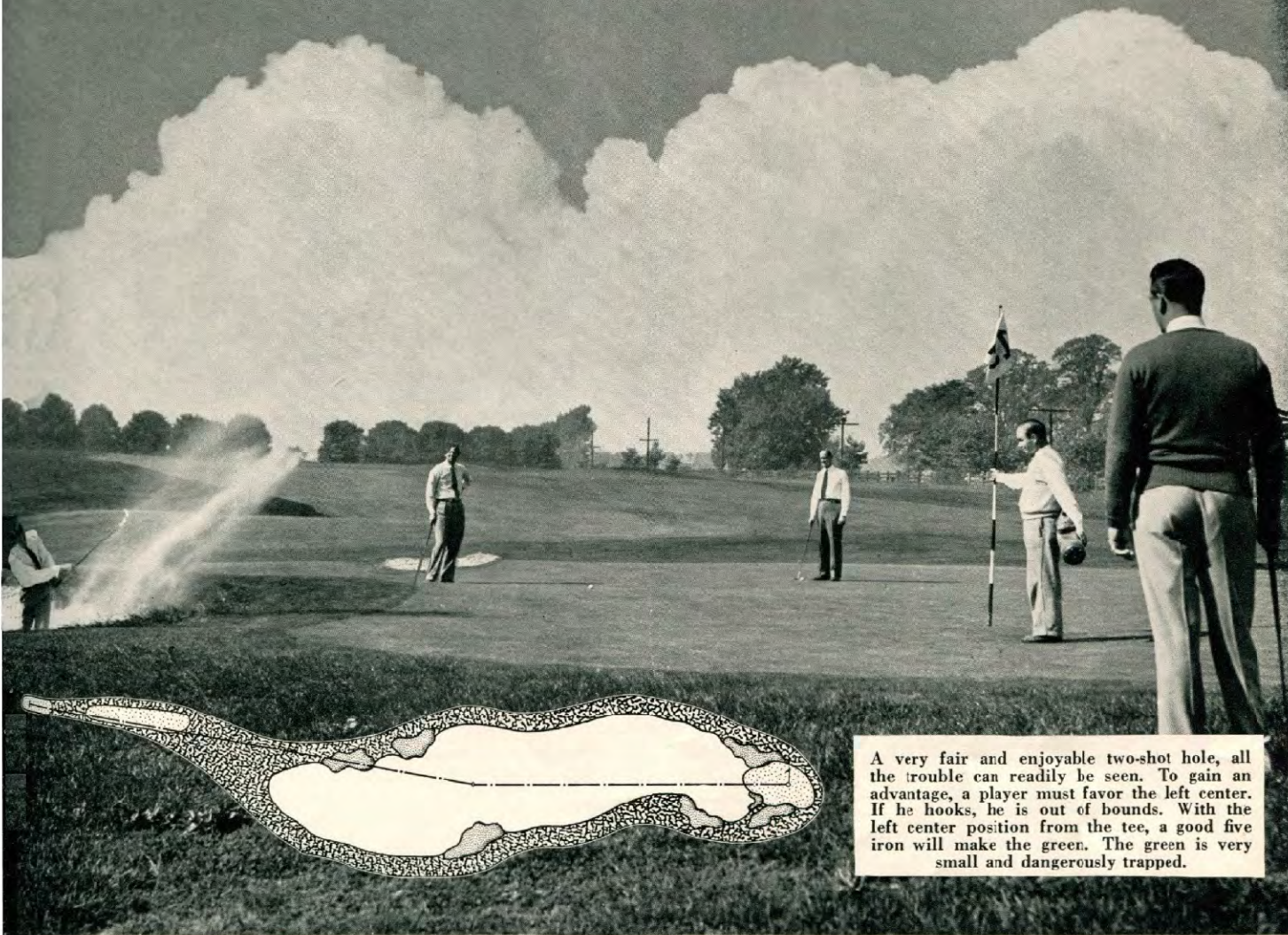
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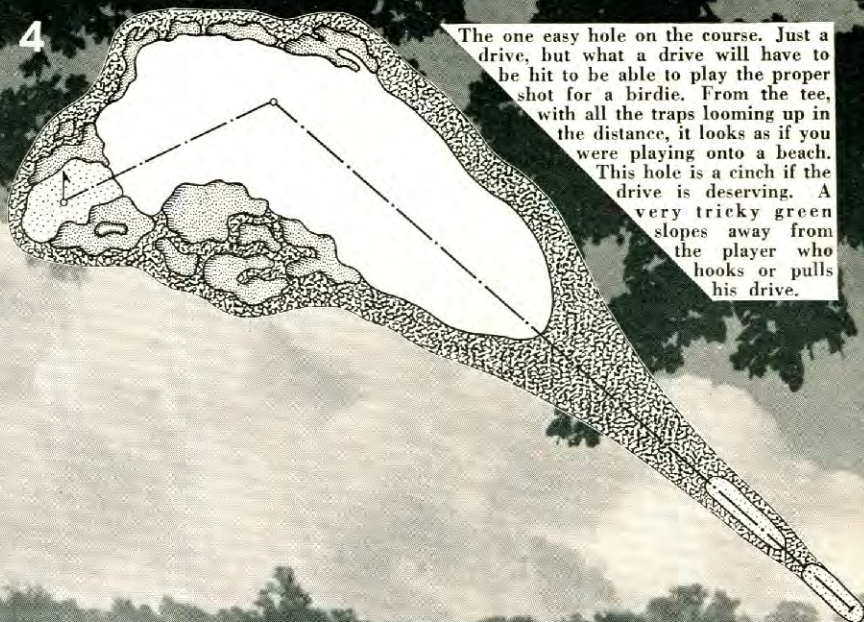
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16th Hole, 328 Yards, Par 4

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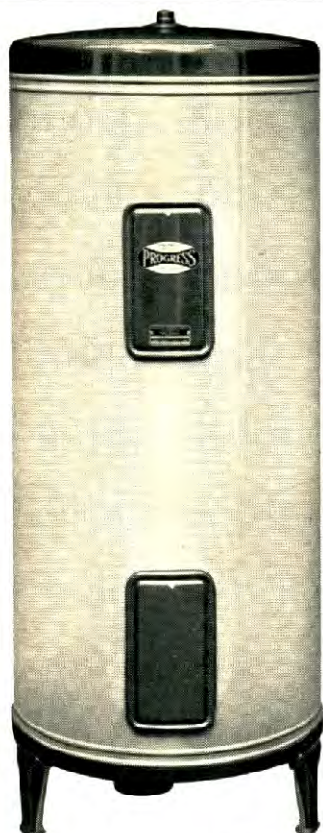
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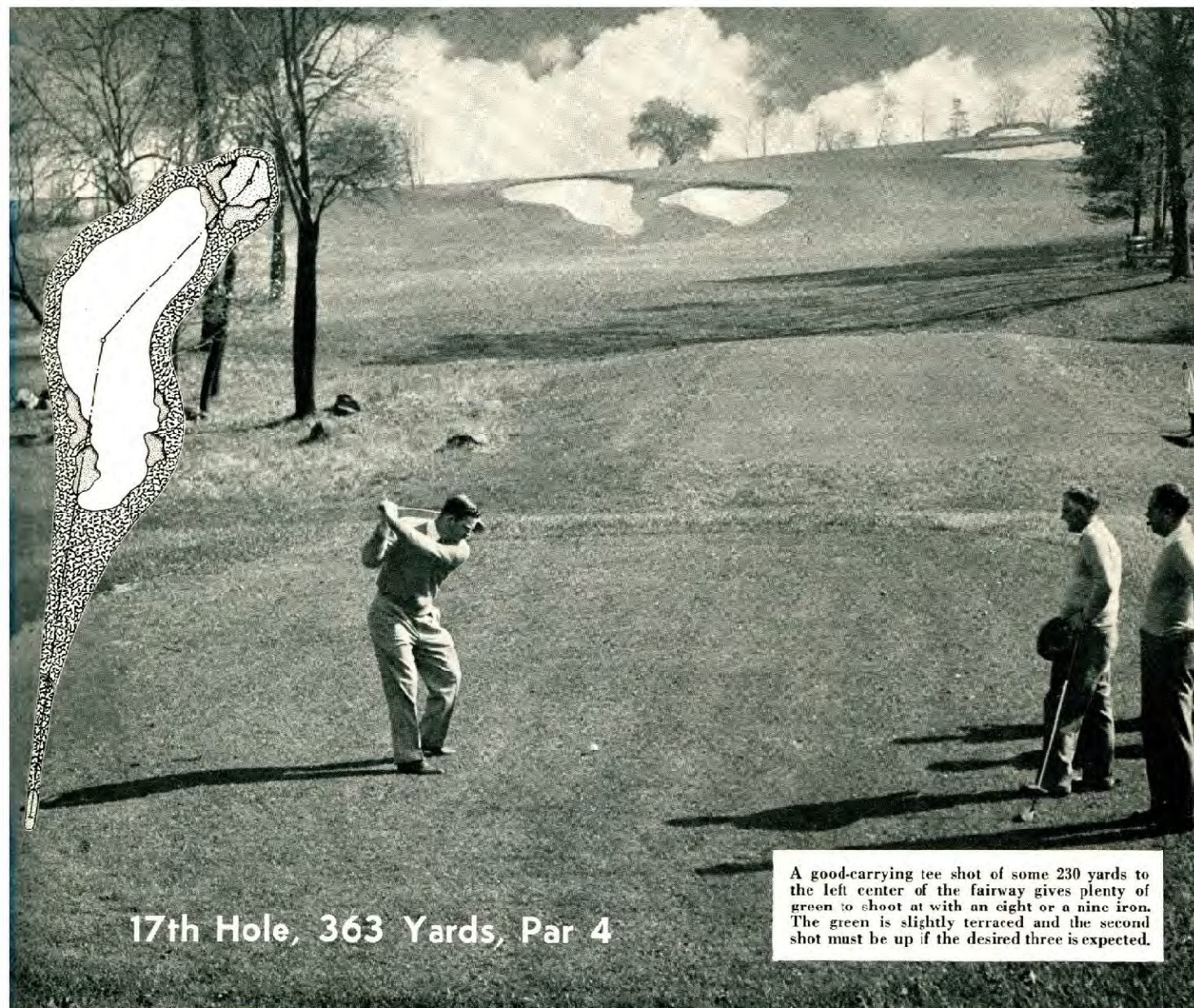
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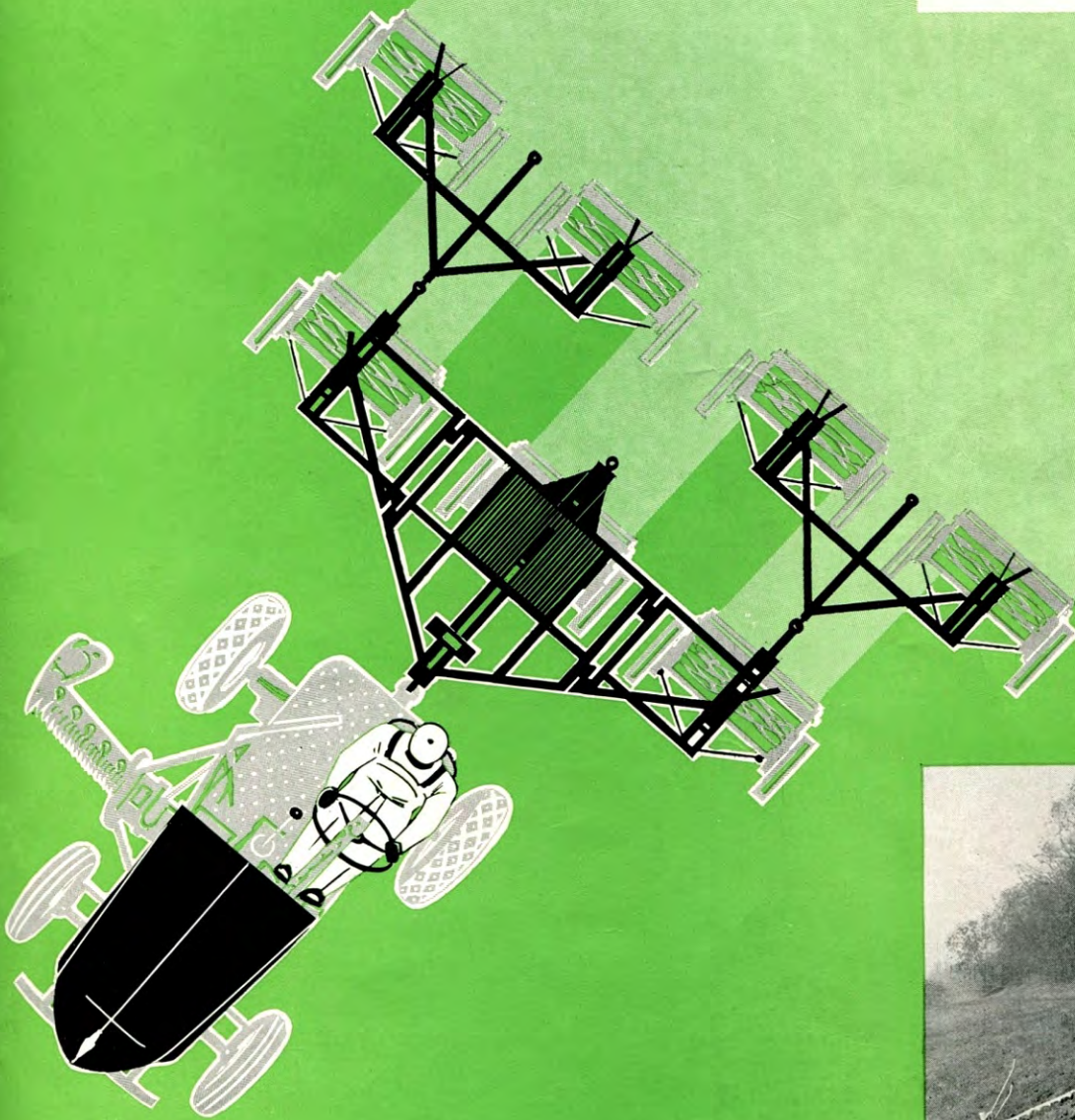
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