



PROGRAM

Women's Open Golf Championship

UNITED STATES GOLF ASSOCIATION

The Country Club of Rochester • June 25-27, 1953

Price 50¢

OFFICIAL PROGRAM

Women's Open Golf Championship

of the

United States Golf Association

at the

Country Club of Rochester • Rochester, N. Y.

June 25-26-27, 1953

CONTENTS

Welcome to the Women's Open Golf Championship	3
The Trophy	5
Your Hosts, The Tournament Committee	7
Highlights of Country Club of Rochester History	9
1953 Officers, U.S.G.A.	10
The U.S.G.A. <i>by Totton Heffelfinger, President</i>	11
Women of the U.S.G.A.	12
Women's Open Championships of the Past	15
Famous Names in Women's Golf	17
Walter Hagen—the Nonpareil <i>by Jack Tucker</i>	21
The Course from the Women's Point of View <i>by Jean Trainor</i>	23
The Course <i>by "Charlie" Bemish</i>	25
Championship Styles of Yesteryear	37
Western New York Golf Has a History <i>by Jack Tucker</i>	39
It's This Way <i>by Howard C. Hosmer</i>	41
The Staff of the Country Club of Rochester	58
Ten Commandments for Golf Galleries	60

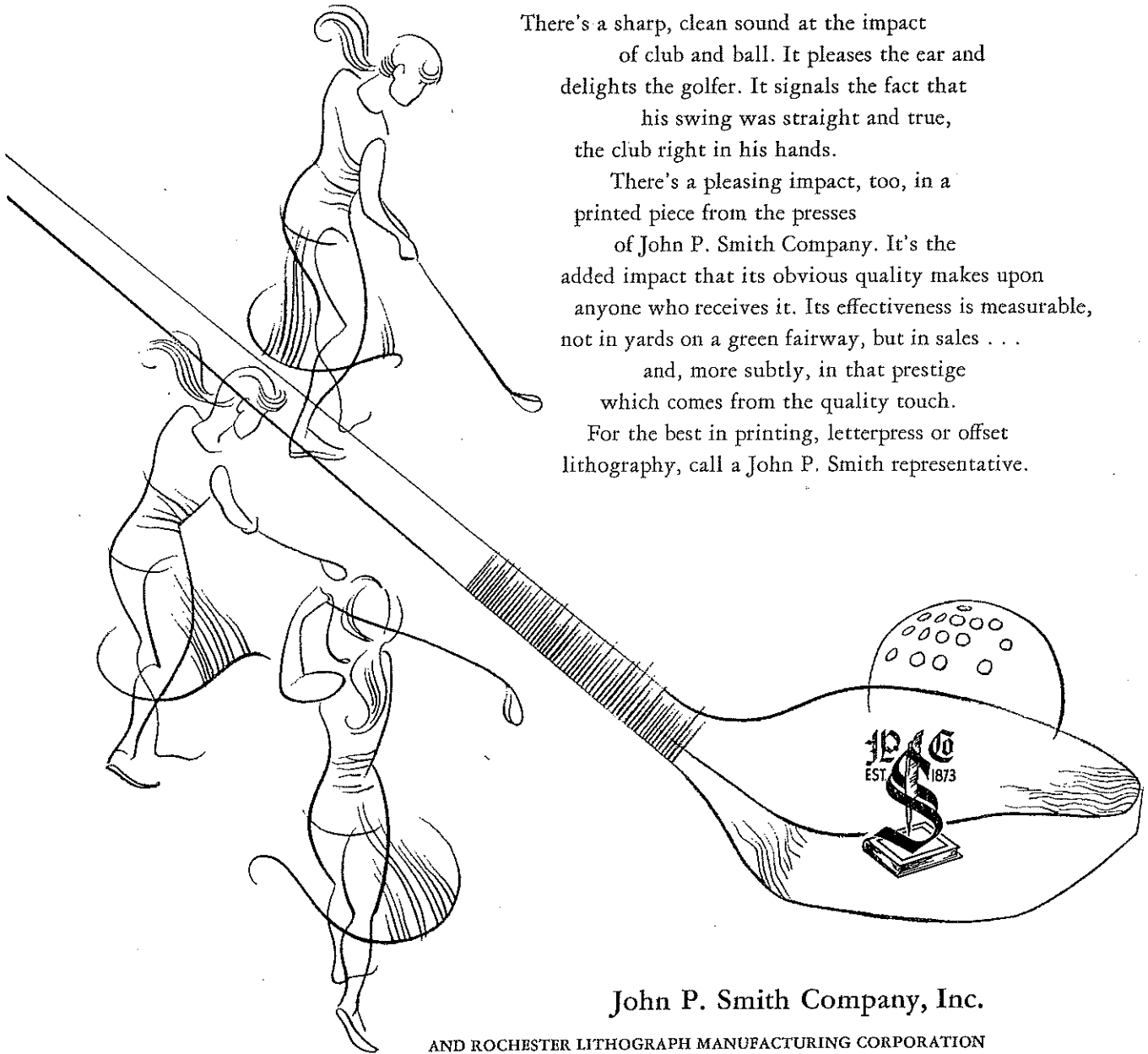
Impact

There's a sharp, clean sound at the impact
of club and ball. It pleases the ear and
delights the golfer. It signals the fact that
his swing was straight and true,
the club right in his hands.

There's a pleasing impact, too, in a
printed piece from the presses
of John P. Smith Company. It's the
added impact that its obvious quality makes upon
anyone who receives it. Its effectiveness is measurable,
not in yards on a green fairway, but in sales . . .

and, more subtly, in that prestige
which comes from the quality touch.

For the best in printing, letterpress or offset
lithography, call a John P. Smith representative.

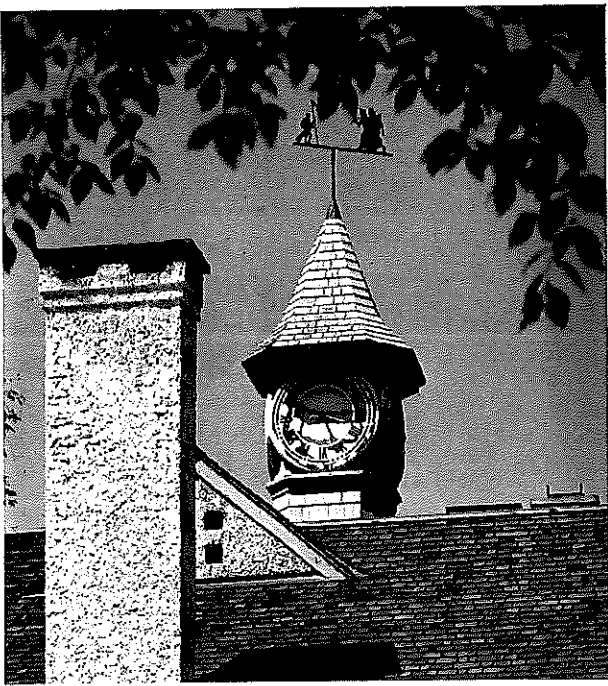


John P. Smith Company, Inc.

AND ROCHESTER LITHOGRAPH MANUFACTURING CORPORATION

A DIVISION OF THE JOHN P. SMITH COMPANY, INC.

195 Platt Street, Rochester 14, N. Y.



Welcome to the Women's Open Golf Championship

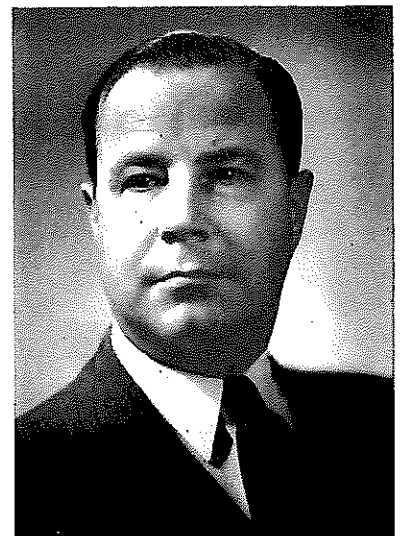
• The Country Club of Rochester extends a sincere and hearty welcome to the contestants and spectators in the Women's Open Championship of the United States Golf Association. We welcome also the officials of the Association whose assistance has been essential to successful preparation for this tournament.

A large number of our members have devoted many hours to ensure that participants and spectators alike will find all details properly handled and their needs anticipated. But to stage such a national event also requires the enthusiastic support of the whole community. The Officers, Stewards, and members of the Country Club wish, therefore, to warmly thank not only our Tournament General Chairman, the Committee chairmen, and Committee members, but also our advertisers, and you, our audience.

It remains now only for play to begin. We believe the players will find our course challenging, and we wish for our gallery the utmost enjoyment during every moment of the contest.

Alexander Leach

PRESIDENT, THE COUNTRY CLUB OF ROCHESTER

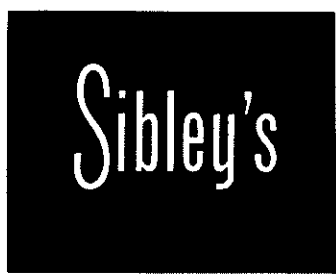


REAL GOLFERS



make Sibley's
Sportswear Shop
their headquarters for
smart sports and
spectator fashions

Shown, an American
Golfer classic only at



in all Rochester

The Trophy



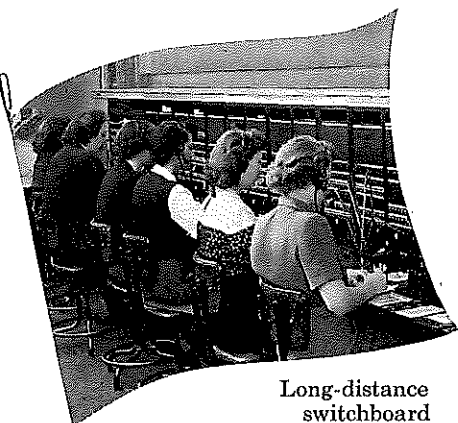
This championship is successor to the tournaments sponsored by the Ladies' PGA. Winners of which were:

MISS PATTY BERG	1946	Spokane Country Club Spokane, Washington
MISS BETTY JAMESON	1947	Starmount Forest Country Club Greensboro, North Carolina
MRS. GEORGE ZAHARIAS	1948	Atlantic City Country Club Northfield, New Jersey
MISS LOUISE SUGGS	1949	Prince George's Golf and Country Club Landover, Maryland
MRS. GEORGE ZAHARIAS	1950	Rolling Hills Country Club Wichita, Kansas
MISS BETSY RAWLS	1951	Druid Hills Golf Club Atlanta, Georgia
MISS LOUISE SUGGS	1952	Bala Golf Club Philadelphia, Penna.

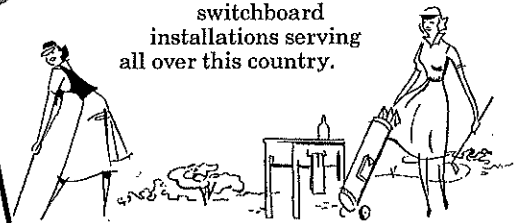
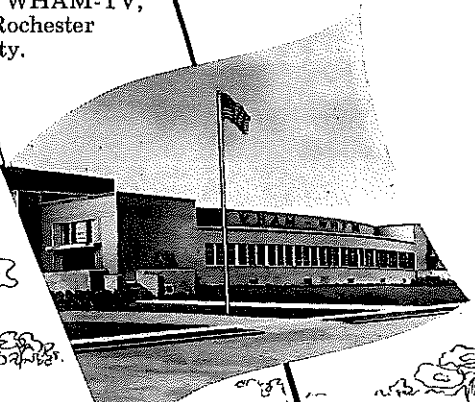
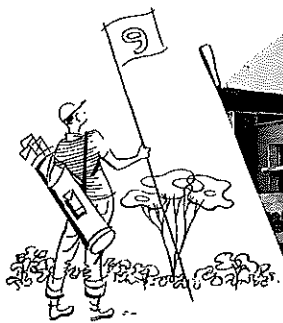


Radio and "Panoramic Vision"
Television receivers of outstanding
performance and cabinetry.

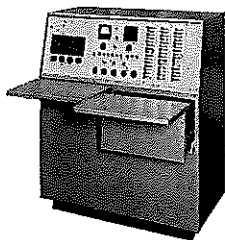
Ownership and
operation of WHAM,
WHFM and WHAM-TV,
housed in Rochester
Radio City.



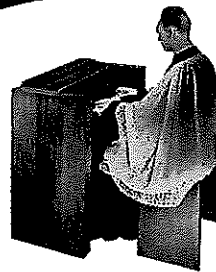
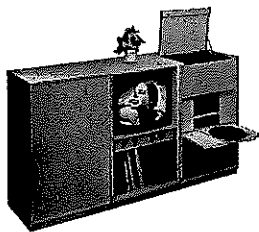
Long-distance
switchboard
installations serving
all over this country.



High-fidelity Home Music
Reproduction Equipment
for radio, records, and
tape recordings.



Centralized Sound Systems
for factories, schools,
offices, hotels, hospitals.



Electronic Carillons
for churches, institutions,
and public auditoriums.

Welcome

TO OUR CITY . . .

from one of Rochester's oldest and
leading industries—Communications
specialist serving the entire world

STROMBERG-CARLSON[®] Rochester 3, New York

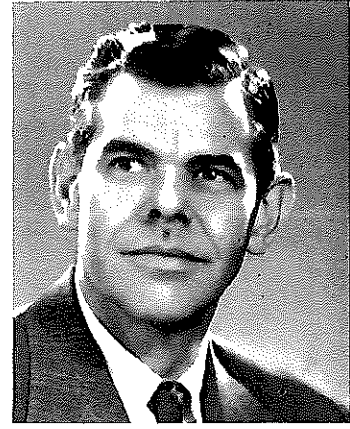
"There is Nothing Finer"

Your Hosts

The Tournament Committee



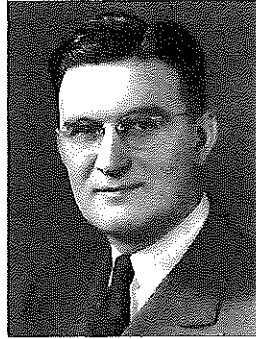
OTTO A. SHULTS
General Chairman



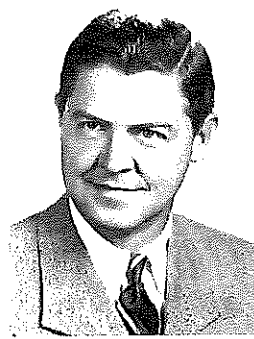
DR. GEORGE M. TRAINOR
Co-Chairman



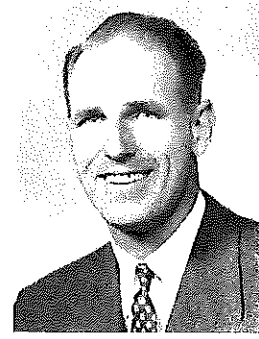
HENRY P. HAMLIN
Grounds



DAVID FULTON
House



SHERMAN FARNHAM
Admissions



WM. B. MORSE
Gallery



JOHN W. GATES, JR.
Caddie



BURTON C. SMITH
Scoring



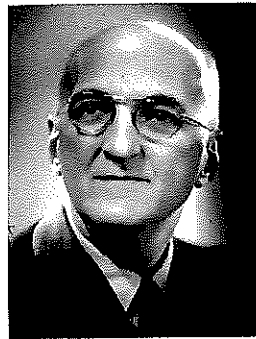
LEWIS B. SWIFT, JR.
Public Information



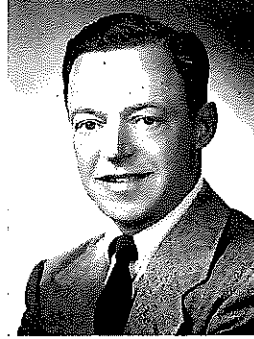
F. WILLIAM GREGORY
Program



WARREN W. ALLEN
*Transportation, Parking
and Accommodations*



STUART M. FRAME
Finance



MARTIN H. DONAHOE, JR.
*Registration and
Entertainment*



MRS. DOUGLASS C. COUPE
Women's



Greens are kept in superb condition at The Country Club of Rochester. Here, Elmer J. Michael, Superintendent of Grounds, watches the Jacobsen Power Greens Mower deliver the perfection of cut he demands. This is just one of many fine golf courses throughout America that has standardized on Jacobsen. Other Jacobsen reel-type power mowers for tees and clubhouse lawns are available in cutting widths from 18 to 30 inches.

THE COUNTRY CLUB OF ROCHESTER, N. Y.

Jacobsen Manufacturing Company
Racine, Wisconsin

Gentlemen:

We have used Jacobsen Greens Mowers at the Country Club of Rochester since 1946. These mowers have proven to be dependable and long lived, as the original mowers are still in use. I believe that the excellence of our greens is due, in no small measure, to the superior cutting of these mowers. They have been a great asset in reducing and eliminating mat or grain in our greens, as they require only an occasional brushing with brush attachment to keep them in top condition.

The 18-inch Rotary Mower is a fine mower to trim trap banks, bunkers and other areas that require hand work. It is light and easy to handle, does a clean, smooth mowing job and saves a good many man-hours.

The above machines are indispensable in the maintenance of our course.

Yours very truly,

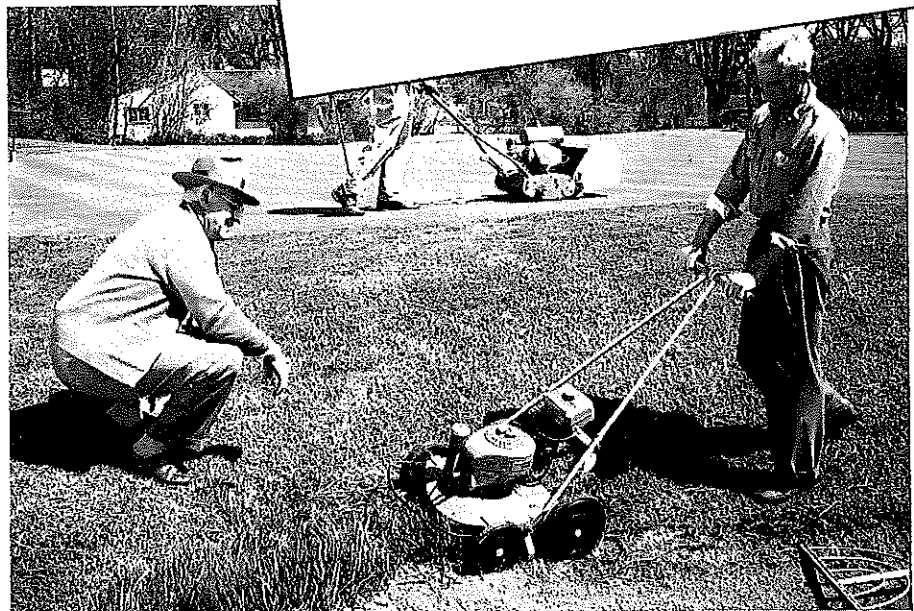
Elmer J. Michael

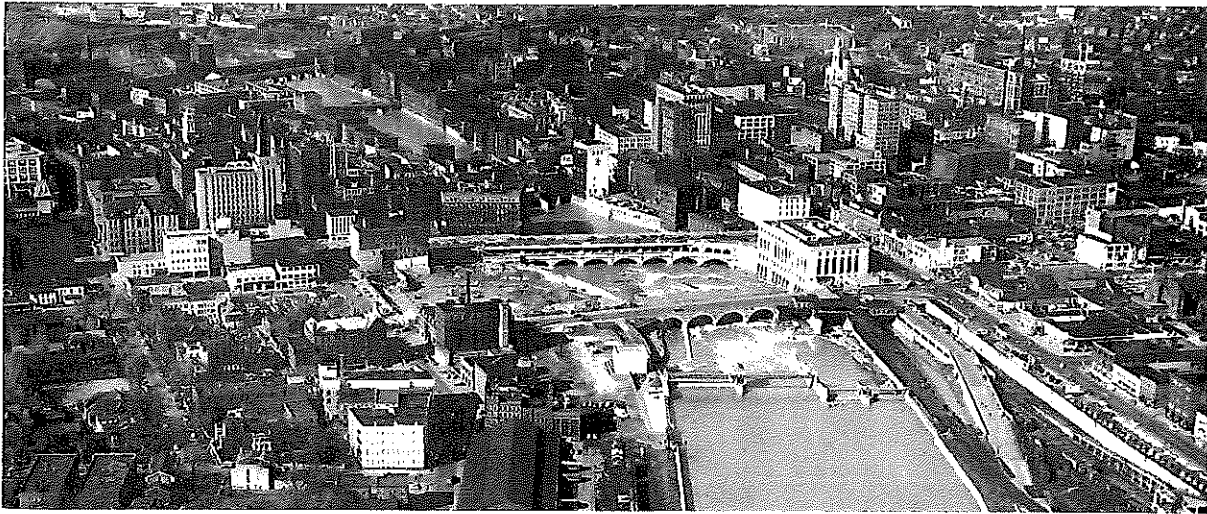
Superintendent of Grounds

take it
from one
who knows

Many hours of tedious work are saved when the Jacobsen 18-inch Rotary Mower takes over the tough, tricky trimming jobs. This is one of eight rotary mowers in the Jacobsen line. Cutting widths range from 18 to 62 inches.

Jacobsen
MANUFACTURING COMPANY
RACINE, WISCONSIN





Highlights of Country Club of Rochester History

- Fields and meadows on the farm of Josiah Anstice, not far from Genesee Valley Park, constituted the first golf course in Rochester, and common red flowerpots, set into the sod, were the cups at which this city's pioneer golfers aimed their shots.

That was in the spring of 1893, after a few of Rochester's prominent citizens had been introduced to the game the year before. One of those men was, of course, Mr. Anstice. Among the others were John Harry Stedman, William W. Webb, Frederic P. Allen, and William Kimball. It was Mr. Kimball who first bought a set of clubs in New York, and persuaded his friends to join him in trying them out.

Enthusiasm for the new game, which had been brought to this country from Scotland only a few years before, spread rapidly among Rochester industrialists and sportsmen. The Anstice meadows, in spite of hummocks and other unnatural obstacles, and the lack of real putting greens, became a recreational center.

That was the real origin of the Country Club of Rochester, one of the older golf clubs in this country.

The Country Club was formally set up on New Year's Day of 1895, at the traditional open house of the Genesee Valley Club. About 25 members of the latter club withdrew to a private room during the reception, and determined to organize the Country Club. The constitution and by-laws of the Club, establishing its purpose as "the promotion of outdoor sports and games," were approved on April 29th of that same year, and the Club became a reality.

The list of the Country Club's founders was a veritable "Who's Who" of the Rochester of those days. Hiram W. Sibley was its first President; James S. Watson was Vice President; George Wilder, Secretary, and Gilman N. Perkins, Treasurer. The Club leased property from Col. E. Bloss Parsons, procured "a rig" to transport members between the clubhouse and the trolley line in Brighton, and began operations.

The more ardent and able golfers formed the Thistle Club of the Country Club of Rochester, and, with their blazing red jackets and white knickers, carried the Club's colors with distinction into tournament play in the old Central New York Golf League, and the League of the Lower Lakes, which took them as far west as Cleveland. The 1898 team was termed "exceptionally good" by a member of one of the opposing clubs.

Women also entered into the sport at an early date at the Country Club of Rochester, for an 1897 newspaper tells of a women's handicap tournament at the Club.

Other outdoor sports also have flourished at the Country Club of Rochester. In the early 1900's the Club had a distinguished polo team, which included a number of well-known riders. Polo has alternately languished and been revived at the Country Club. The latest enthusiasm for that game came in the 1930's, under the leadership of the late Pritchard Strong. His untimely death in an airplane crash in 1937, dealt polo a severe blow, and it has not been

(Continued on page 43)

1953 Officers • United States Golf Association



TOTTON P. HEFFELFINGER
PRESIDENT
Minikahda Club
Minneapolis, Minn.



ISAAC B. GRAINGER
VICE-PRESIDENT
Montclair Golf Club
Montclair, N. J.



RICHARD S. TUFTS
VICE-PRESIDENT
Pinehurst Country Club
Pinehurst, N. C.



JOHN D. AMES
SECRETARY
Old Elm Club
Fort Sheridan, Ill.



CHARLES L. PEIRSON
TREASURER
The Country Club
Brookline, Mass.



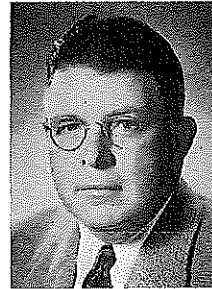
J. FREDERIC BYERS, JR.
Allegheny Country Club
Sewickley, Pa.



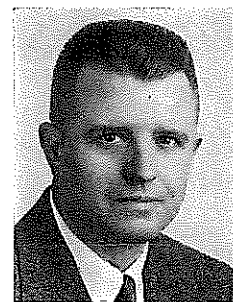
WM. P. CASTLEMAN, JR.
Brook Hollow Golf Club
Dallas, Texas



JOHN G. CLOCK
Virginia Country Club
Long Beach, Cal.



FREDERICK L. DOLD
Wichita Country Club
Wichita, Kansas



JOHN W. FISCHER
Western Hills Country
Club, Cincinnati, Ohio



T. R. GARLINGTON
Atlanta Athletic Club
Atlanta, Ga.



CHARLES B. GRACE
Gulph Mills Golf Club
Bridgeport, Pa.



LEWIS A. LAPHAM
Blind Brook Club
Port Chester, N. Y.



EDWARD E. LOWERY
San Francisco Golf Club
San Francisco, Cal.



CORYDON WAGNER
Tacoma Country and Golf
Club, Tacoma, Wash.



FRASER M. HORN
GENERAL COUNSEL
National Golf Links
of America
Southampton, N. Y.



JOSEPH C. DEY, JR.
EXECUTIVE DIRECTOR

Championship Committee

JOHN D. AMES
CHAIRMAN

WM. P. CASTLEMAN, JR.
FREDERICK L. DOLD
JOHN W. FISCHER
T. R. GARLINGTON

CHARLES B. GRACE
ISAAC B. GRAINGER
CHARLES L. PEIRSON
RICHARD S. TUFTS

USGA Green Section

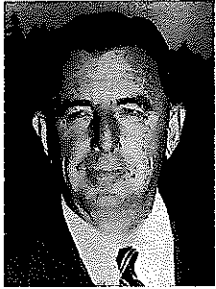
ALEXANDER M. RADKO
ACTING
EASTERN DIRECTOR

CHARLES G. WILSON
WESTERN DIRECTOR

The United States Golf Association

By TOTTON P. HEFFELFINGER

President



• Your attention undoubtedly is focussed on the players in the Championship. That is natural because they are among the most skillful in the world. It is educational to watch them stroke the ball and thrilling to see them compete with each other.

You should not overlook, however, the turf on which they are playing. If you are not expert in such matters, it may seem to be just grass. It is a good deal more than that, though.

The players are playing on strains of grass which have been developed through years of research and experimentation. Each strain has been selected for the environment in which it must grow and for the

purpose which it must serve. It has been planted and nurtured by the skillful golf course superintendent to provide the best possible playing conditions.

This entire process requires a high degree of scientific knowledge, and it is a matter of considerable satisfaction to the United States Golf Association that we have been able, over the last three decades, to contribute materially to the development of this knowledge.

Better turf at lower cost has been an objective of the USGA Green Section for its Member Clubs ever since the USGA Green Section was established in November, 1920. It has been accomplished in the past mainly by (1) development of knowledge through USGA Green Section research, (2) stimulation of cooperative research by other agencies,

(Continued on page 13)

To the ladies

MAY YOUR DRIVES BELONG...
YOUR APPROACHES CLOSE...
AND YOUR PUTTING PERFECT...

THE CASE-HOYT CORPORATION

Printed Sales Promotion 800 St. Paul Street, Rochester, N.Y.



Women of the U. S. G. A.



MRS. HARRISON F. FLIPPIN
CHAIRMAN
Ardmore, Pa.



MRS. CHARLES DENNEHY
Lake Forest, Ill.



MRS. E. C. K. FINCH
New Canaan, Conn.



MRS. THOMAS FINDLEY
New Orleans, La.



MRS. F. GOLDTHWAITE
Fort Worth, Texas



MRS. JOSEPH C. HERRON
Portland, Ore.



MISS DOROTHY KIRBY
Atlanta, Ga.



MRS. WM. L. MCGIVERIN
Grosse Pointe, Mich.



MRS. WILLIAM R. MILLER
Los Angeles, Cal.



MISS LOIS M. PENN
Des Moines, Iowa



MRS. JOHN PENNINGTON
Buffalo, N. Y.



MISS FRANCES E. STEBBINS
Newton, Mass.



MRS. CALVIN TILDEN
San Francisco, Cal.

(Continued from page 11)

and (3) dissemination of results through the printed word, conferences and a limited number of visits to golf courses.

The emphasis has been on research, and a large body of information has been discovered.

This year the emphasis is being changed. Henceforth, stress will be placed upon direct service to USGA Member Clubs and Courses — upon helping clubs at the local level with their own problems.

The program which is now being instituted is called USGA Green Section Regional Turf Service.

Research and experimentation will continue to be a part of the program, but the USGA Green Section plans to give financial and moral support to research by others, rather than engage in much research itself. Thus, its staff of trained agronomists will be free to take the results of this research by others direct to golf courses where it will be available to golf-course superintendents who must meet and solve maintenance problems.

They will do this through USGA Green Section Regional Offices, the first of which has been established at Davis, Cal., to supplement what has been the main office at Beltsville, Md. Through such of-

fices as this we can provide, if the support from our Member Clubs warrants it, (1) intimate, specialized consultation service on a regular and permanent basis, located so as best to serve the convenience of the subscribing clubs and (2) maintenance of turf experimentation on a broad scale and nationally coordinated through the USGA Green Section Regional Directors, so as to bring the greatest possible return to our Member Clubs.

While this program is in the developmental stage and will have to be instituted in one section of the country at a time, we believe the program will be the strongest yet presented by the USGA Green Section. It should lead to even better golf turf at even lower cost.

How the USGA Began

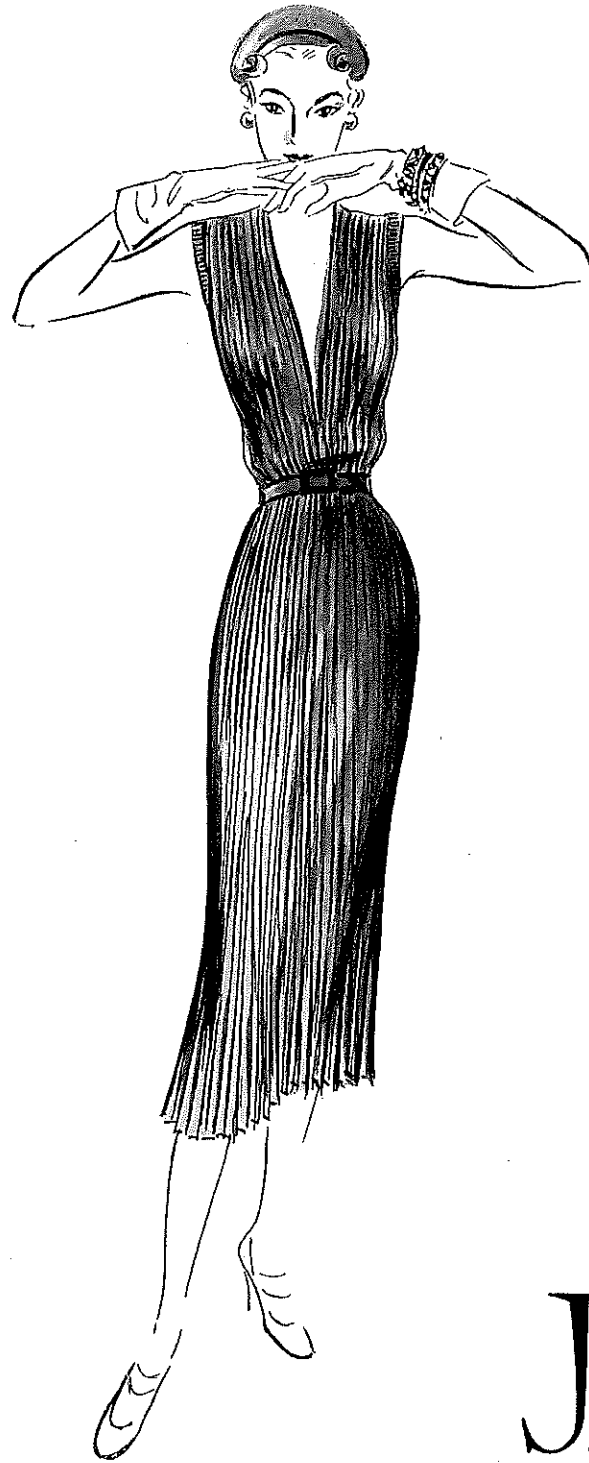
If Henry O. Tallmadge were still with us, he would be the most highly qualified person to tell the story of how the United States Golf Association began. He was the "father" of the USGA, if any one person can be so regarded.

Mr. Tallmadge passed away a few years ago. But in 1943 he wrote a brief account of the USGA's origin. He entitled it "Lest We Forget." A framed

(Continued on page 45)



The R. T. French Company • Mustard Street • Rochester, New York



Jewett
I N C.
EAST AVENUE
at ALEXANDER

Women's Open Championships of the Past

• The first Women's Open Championship, a match-play competition, was held at the Spokane Country Club, Spokane, Wash., in 1946 and was conducted by the Women's PGA and the Spokane Round Table. Miss Patty Berg, representing Minneapolis, won the qualifying medal, with a 73-72-145 and defeated Miss Betty Jameson, of San Antonio, Texas, 5 and 4, in the final. The purse was an out-sized \$19,700, and Miss Berg carried away \$5,600 in bonds.

Miss Jameson came back to win the second Championship, at the Starmount Forest Country Club, Greensboro, N. C., in 1947. The form was changed to stroke play, and she made a 72-hole score of 295. Two amateurs, the Misses Polly Riley and Sally Sessions, tied for second at 301, and Miss Sessions won the play-off by making a 4 to Miss Riley's 5 on the first extra hole.

Mrs. George Zaharias, playing from Ferndale, N. Y., won the first of her two Championships at the Atlantic City Country Club, Northfield, N. J., in 1948. She scored an even 300 in bad weather and led Miss Elizabeth Hicks by eight strokes. The purse was \$7,500. Miss Grace Lenczyk, of Newington,

Conn., with a score of 313, finished in a tie for fourth and was the leading amateur.

Miss Louise Suggs, of Carrollton, Ga., succeeded Mrs. Zaharias at the Prince Georges Golf and Country Club, Landover, Md., in 1949, as a second organization, the Ladies' PGA, assumed responsibility for the competition. Miss Suggs started with a 69 and completed a record score of 291, which gave her a fourteen-stroke advantage over Mrs. Zaharias, the runner-up. The purse was \$7,500. Miss Carol Diringer, of Tiffin, Ohio, finished third at 306 and won the amateur award.

Mrs. Zaharias came back to win her second Championship at the Rolling Hills Country Club, Wichita, Kansas, in 1950. In the process she matched Miss Suggs' record of 291. The runner-up was an amateur, Miss Betsy Rawls, of Austin, Texas, who scored 300. The purse was \$5,000.

Miss Rawls turned professional before the next Championship and succeeded Mrs. Zaharias by scoring 293 at the Druid Hills Golf Club, Atlanta, Ga., in 1951. Miss Suggs was second, with 298. The purse was \$7,500. Miss Pat Lesser scored 300, fin-

(Continued on page 16)



MRS. GEORGE ZAHARIAS



LOUISE SUGGS



PATTY BERG

(Continued from page 15)

ished in a tie for fourth and was the best amateur.

Miss Suggs won her second Championship with a record-breaking 70-69-70-75 — 284 at the Bala Golf Club, Philadelphia, Pa., in 1952. As far as is known, her score is the lowest ever made by a woman over 72 holes. The Misses Marlene Bauer and Betty Jameson tied for second at 291. In the second round, Miss Marilyn Smith made a single-round record of 67, and Miss Bauer matched this in the third round. The purse was \$7,500. Mrs. Mark Porter, of Philadelphia, was the leading amateur, finishing tenth with a score of 300. The course measured only 5,460 yards, and par was 69.

The USGA assumed the responsibility for the conduct of the Women's Open Championship in 1953, at the request of the Ladies' PGA, and the Championship at the Country Club of Rochester, N. Y., is the first Women's Open ever conducted by the USGA.

The Country Club of Rochester's GREENS and FAIRWAYS

are maintained by

Jacobsen and Worthington Mowers

GRASS CUTTING EQUIPMENT CO., INC.

SALES AGENTS

225-229 Parsells Ave.

ROCHESTER 9, N. Y.

We service that which we sell

1897 TO 1953 PLUS . . .

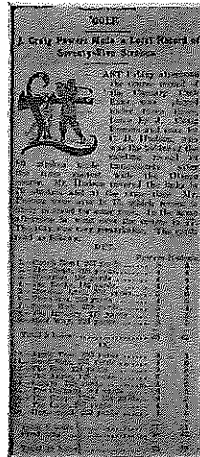
This is a reproduction of the record day in the many years of golf at C. C. of R. by J. Craig Powers.

Country Club of Rochester.

Sgt. J. C. Powers Opp. C. B. Hudson

Date Aug 27 - 1897

Hole	1st	2d	3d	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th	Total					
Punch Bowl	237	1	5	4	Apple Tree	190	10	3	7															
The Slope	190	2	4	5	Road Side	251	11	2	5															
Watches	183	3	4	4	The Elm	124	12	3	4															
The Rocks	146	4	4	4	The Angus	126	13	3	4															
Meadow Lake	352	5	6	5	Sabara	229	14	4	5															
The Crest	200	6	5	6	The Orchard	301	15	5	7															
Stone Wall	230	7	5	5	The Grape Vine	154	16	4	11															
The Hickory	273	8	4	5	The Lane	237	17	4	5															
Hat Way	228	9	6	5	Horseshoe	219	18	5	7															
Total 9 Holes					43					43					Total 18 Holes					77				
Powers' Course					Add 1st round					63					77									
Best Record for 18 holes					3,000 Yards					77					77									



Country Club of Rochester.

Sgt. J. C. Powers Opp. C. B. Hudson

Date Aug 27 - 1897

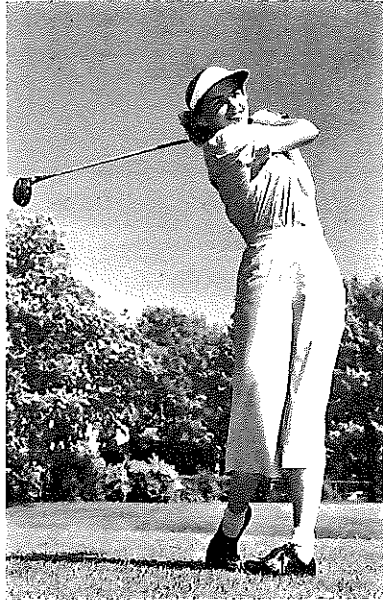
Hole	1st	2d	3d	4th	5th	6th	7th	8th	9th	10th	11th	12th	13th	14th	15th	16th	17th	18th	Total					
Punch Bowl	237	1	5	4	Apple Tree	190	10	3	7															
The Slope	190	2	4	5	Road Side	251	11	2	5															
Watches	183	3	4	4	The Elm	124	12	3	4															
The Rocks	146	4	4	4	The Angus	126	13	3	4															
Meadow Lake	352	5	6	5	Sabara	229	14	4	5															
The Crest	200	6	5	6	The Orchard	301	15	5	7															
Stone Wall	230	7	5	5	The Grape Vine	154	16	4	11															
The Hickory	273	8	4	5	The Lane	237	17	4	5															
Hat Way	228	9	6	5	Horseshoe	219	18	5	7															
Total 9 Holes					43					43					Total 18 Holes					77				
Powers' Course					Add 1st round					63					77									
Best Record for 18 holes					3,000 Yards					77					77									



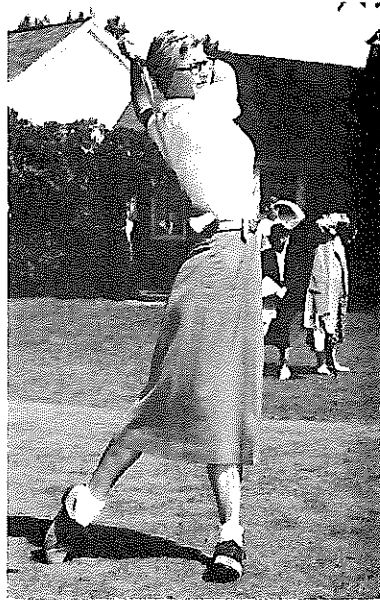
J. Craig Powers breaks the existing club record twice in one day on August 27, 1897. Sgt. C. B. Hudson also broke his own existing course record that same day. The photographs below of J. C. Powers were made in 1952. Shown are his golf-rig and the Powers Memorial Bridge.



Famous Names in Women's Golf



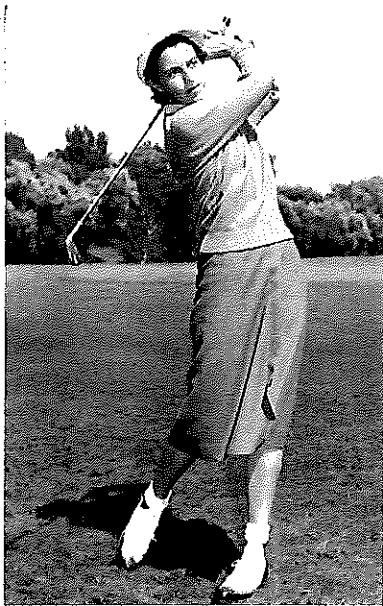
BETSY RAWLS



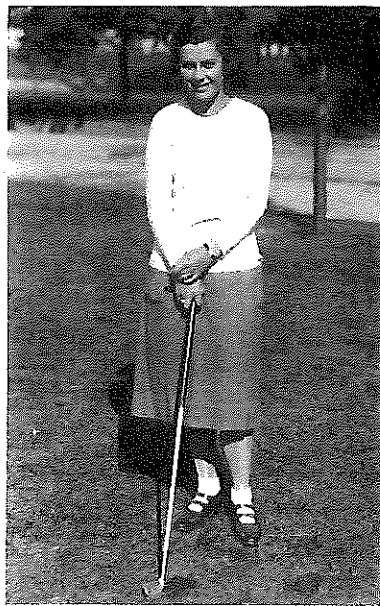
BEVERLY HANSON



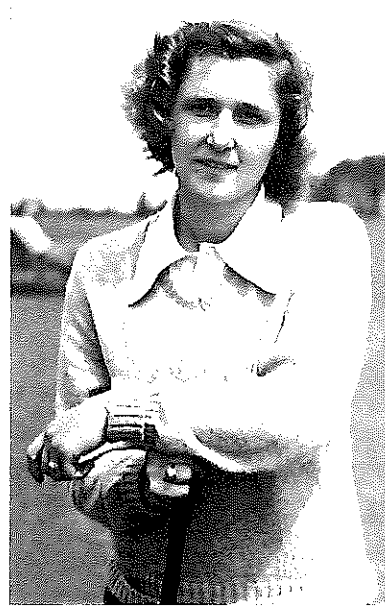
BETTY JAMESON



DOROTHY KIRBY



MRS. E. H. VARE, JR.



GRACE LENCZYK

(Continued on page 19)

Here are Just a Few Reasons Why
It's Smart to Place Insurance with

BOLLER-CLARK:

Because:

BOLLER-CLARK, established in 1895, is one of the oldest and most highly regarded insurance agencies in Rochester.

Because:

BOLLER-CLARK is, and always has been, famous for the speed and fairness with which it settles every claim.

Because:

BOLLER-CLARK'S trained underwriters include specialists in every form of insurance written. They KNOW their business.

Because:

BOLLER-CLARK'S service is PERSONALIZED. They always have time to discuss—and solve—YOUR insurance problems.

Because:

BOLLER-CLARK'S thousands of policyholders have learned that it costs no more to do business with a large organization.

Because:

From the very first contact you realize that, with BOLLER-CLARK, customer satisfaction comes FIRST.

Before you renew your Auto Insurance—or any other type of insurance—consult with BOLLER-CLARK. Learn how you can have maximum coverage at minimum cost.

BOLLER-CLARK, Inc.

25 MAIN ST. EAST

•

ROCHESTER 14, N. Y.

(Continued from page 17)



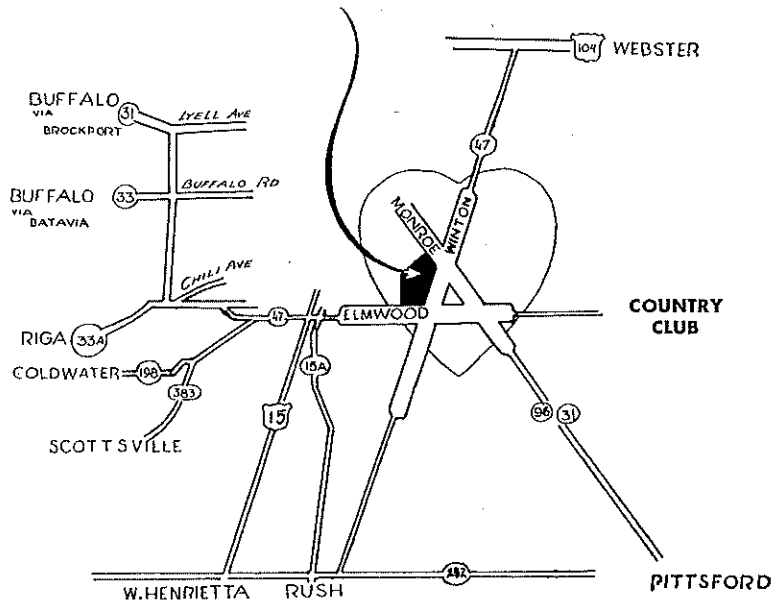
MRS. JACQUELINE PUNG



MARLENE BAUER

ALICE BAUER

HOWARD JOHNSON'S



*fine service
and delicious
food is most
convenient,
straight on
Elmwood*

SERVING FROM 7:30 A. M.

Congratulations...

and neighborly appreciation to
The Country Club of Rochester
for turning the eyes of the golfing world
to Rochester for
the "Women's Open Golf Championship"...



BROOK-LEA COUNTRY CLUB
CANANDAIGUA COUNTRY CLUB
IRONDEQUOIT COUNTRY CLUB
LAKE SHORE COUNTRY CLUB
LOCUST HILL COUNTRY CLUB
MIDVALE GOLF AND COUNTRY CLUB
MONROE GOLF CLUB
NEWARK COUNTRY CLUB
OAK HILL COUNTRY CLUB
RIDGEMONT GOLF CLUB
STAFFORD COUNTRY CLUB

Our Apologies

The names of Genesee Golf Club and Durand Eastman Golf Club were omitted in the listing of these greetings from the area and district Golf Clubs. We wish to acknowledge their cooperation.

Walter Hagen—the Nonpareil

By JACK TUCKER

• This is hallowed ground, girls — these verdant Country Club of Rochester fairways and fast greens.



It is a golf course made hallowed by that fabulous, swashbuckling character, Walter Hagen . . . the old master, the nonpareil, the Merry Mahatma, the hilarious hold-on-I'll-be-there-in-a-minute Haig.

Walter is Rochester's own.

He was born here, only a few brassie shots away in Linden Avenue, near the firehouse there on East Avenue.

And as a youngster of seven, when Walt first began lugging members' bags at the CCR for the princely sum of 15 cents per 18 holes, he was playing hookey from school because he fell for the game like a starry-eyed girl with her first crush.

Only with Walter, it was no crush. It was love at first sight. And, portly and heavy-jowled at 60, the Haig today follows golf with the same interest he always has had.

See that door leading into Charlie Bemish's golf shop? As CCR caddymaster and assistant pro under old Andrew Christie, Walter used to hit apples from the entrance, with a battered mashie-niblick, over the trees.

See the little house over there in the woods, to the right of the first tee? Walt lived there.

It was 1910, in the days when a lady was indeed a daredevil and flaunting convention when, in her ballooning skirts, she tried her hand at hitting a silly little ball into a silly little cup, that Walt was named caddymaster.

In effect, he also was assistant pro. He stayed in that category until 1913, when Christie left. Walter, a callow 21, was installed as professional.

Meanwhile, in 1918, Mrs. Hagen's ambitious

little boy astounded the golfing world by winning his first U. S. Open title. He was to go on and win it again, setting the stage for an unparalleled American record of British Open championships in 1922, 1924, 1928 and 1929. He won the National PGA championship, first native-born American to do so, and he went on to win just about everything in sight.

Walt remained as CCR pro until 1918, when Oakland Hills signed him at \$15,000 a year as pro — an unheard of sum in those days, when a dollar bill was exactly that.

This writer has enjoyed the great pleasure of knowing Old Florid Face for many years. He had played with him, and kidded with him, and lost bets to him, and got more laughs out of Sir Walt than Mr. Carter has pills.

Walter had his faults, but they were faults — when committed by The Man — that only served to build up the Hagen legend.

The things that made Hagen tick are the things that make a conformist shudder. For more than a quarter of a century he laughed at teetotalism, violated the rules of regular sleep, ate what he wanted and when he wanted it, wore out a gross of other playboys who fancied themselves pretty regular fellas until Walt opened the throttle and—in general —made Peck's Bad Boy look like Alice in Wonderland.

In addition, the Mahatma consistently was contemptuous of golf's fundamental law which says:

"Hit 'em straight and hit 'em safe."

Hagen never hit a golf ball safe in his life. The man was notorious for his deliberate hooks and slices.

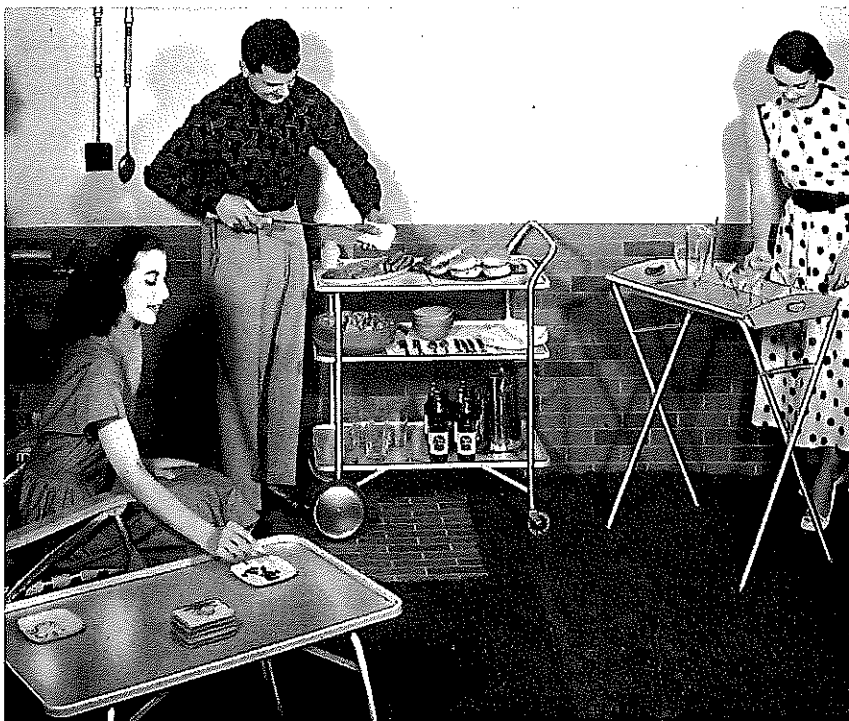
He has sliced shots around dogleg holes with a straight-faced putter. He has ricocheted balls off the side of a fence so that they spun almost backwards to the green.

Walter has straddled fences to get at almost impossible lies. He has exploded from sandtraps into

(Continued on page 47)

Olney and Carpenter, Inc.

WOLCOTT, N. Y.



Left, Terrace Table stays out in any weather—won't rust. Deep rim edge prevents spilled liquids from running off tray. Folds for storage. 20 x 35" aluminum serving area, 18" high. \$10.95

Right, Terrace Bar for mixing and serving. Aluminum tray with beautifully polished maple ends fits securely on folding stand. 34" high. \$8.95

Out where it's cool...
summer meals are easy and fun on

TRAYTABLE

IT ROLLS, IT SERVES, IT FOLDS
MAKES ENTERTAINING EASY!

Traytable carries everything in one trip. 3 generous trays, one extra deep for tall bottles or shaker. Silent rubber tires roll smoothly over grass or brick. Gleaming satin aluminum can't stain, rust, or tarnish... needs no polishing, ever. Feather-light, folds flat for storage. \$17.95

*Traytable "outstanding design" ...
Detroit Institute of Art*

Trimble INC.
WREN STREET, ROCHESTER, N. Y.

SEE TRAYTABLES AT:
EDWARDS, SIBLEY'S, McCURDY'S, AND FORMAN'S GIFT SHOP

The Country Club Course from the Women's Point of View

By JEAN TRAINOR



(1)

• This is an easy starting hole—especially if you hit a good straight drive or slightly to the right of center. If to the left, beware of the trap, or if you miss the trap, there is another trap so placed as to catch the second shot.

A medium iron, played slightly to the right, will catch the natural roll down to the cup. The green is tricky.

(2)

A good strong tee shot is needed here if you want to carry the ditch on your second shot. It is advisable, more often, to play short on the second shot to the left. The ditch can be carried without too much trouble on the right, but there will probably be a difficult chip shot left. An easy par.

(3)

A wide open tee shot, but a very deceptive uphill pitch to the green, which is blind, well trapped with an out-of-bounds bordering the back. The green is on two levels and very slippery. There will be surprisingly few pars on this hole.

(4)

The majority of players will need a wood on this hole. It must be an accurate shot to hit the green. Out-of-bounds on the right, a ditch in front of the green, and tricky winds make this hole quite difficult.

(5)

This is a backbreaking par 4 for a woman. Woods and out-of-bounds on the right. Since prevailing wind is in your face, it is difficult to avoid the traps on the second shot. The green is humped and it is wise to stay on the side of the green, where the pin is placed—otherwise, three putts is a good possibility.

(6)

A fairly easy par five. Plenty of room on the tee shot,

but a trap sixty yards from green on the right might prove troublesome. The green is deceptive and hard to hit, but offers no putting difficulty.

(7)

A long dog-leg par 5—with out-of-bounds all along the right. It is best to play the tee shot slightly left of center so you can see the green. Last 100 yards, roll is to the right leading to traps with green also sloping right.

(8)

A long accurate iron to a well-trapped green with the roll to the right. Fairway is crossed by a ditch 20 yards short of the green and this will catch a poorly played shot. An easy green to 3 putt.

(9)

Lots of room on the drive, but unless you stay to the right, the green will be hidden on your second shot.

Roll from left to right and trap to right of green. Tendency is to stay to left, which leaves a tricky chip. Fairly easy green to putt.

(10)

Easy par 5. Lots of room off the tee with a treacherous trap on the left, which will catch a hook. Long accurate second shot needed—distance here is deceptive due to a swale in front of the green. An easy birdie hole.

(11)

This hole goes on forever. Out-of-bounds all along the left. The tendency is to play to the right, but large tree 100 yards short of the green on the right will cause trouble.

The green slopes away from you and appears closer than it really is. Not an easy par.

(12)

A very long par 3, requiring a full tee shot to a well-trapped narrow opening green. The hardest par on the course.

(13)

Lots of room on the tee shot, but avoid the rough, which is heavy. A long drive gives you an open shot to the green. Otherwise, the second shot will be

(Continued on page 24)

(Continued from page 23)

blind. The green is small and well-trapped, but offers no particular putting difficulty.

(14)

A good par 3. Out-of-bounds to the left and back of the green should require a long iron, favoring the right side because of a large trap to the left of the green.

(15)

Long uphill par 5. With out-of-bounds on left and difficult approach, if you veer towards right... A very tricky green and it is wise to stay below the pin at all times.

(16)

Easy par three. Short iron to a well-trapped green—fairly easy birdie hole.

(17)

Well-placed drive slightly to right will miss a large trap in the left fairway. Out-of-bounds to right. You need an accurate long iron to a well-trapped green. A hard par 4.

(18)

Slight dog-leg to left. Large trap on left fairway, out-of-bounds to right. Long iron for second shot must be accurate because green is small, runs away from you and is very well trapped. Not too hard a par for a finisher.

Bring refreshment into play
have a Coke



"Coke" is a registered trade-mark.
BOTTLED UNDER AUTHORITY OF THE COCA-COLA COMPANY BY

Rochester Coca-Cola Bottling Corp.

A. L. ANDERSON SONS

GREETINGS!

From the Makers of

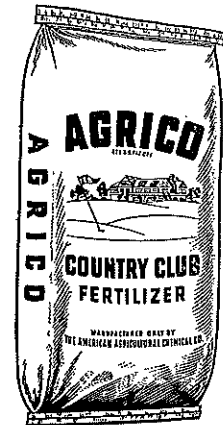
AGRICO

THE NATION'S LEADING FERTILIZER

FIRST on Greens,
Fairways and Tees For
Over a Quarter Century

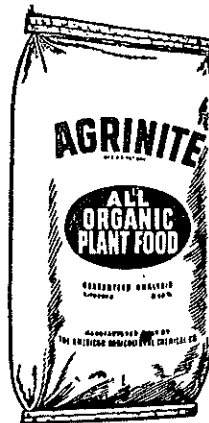
AGRICO COUNTRY CLUB

Fertilizer is made expressly for golf course use, based on three generations of experience with the special problems of golf course turf. Two formulas—one for greens, one for fairways and tees.



AGRINITE

... the 100% Organic Plant Food (over 8% nitrogen). "Agrico Country Club Fertilizers and Agrinite are the perfect combination in good turf building and management" — Tony Pagano, Supt., Prea-kness Hills C. C., Prea-kness, N. J.



MADE ONLY BY

The AMERICAN AGRICULTURAL
CHEMICAL COMPANY

NEW YORK 7, N. Y.

30 PLANTS IN THE U.S.A., CANADA AND CUBA

The Course

by "CHARLIE" BEMISH

• The Country Club of Rochester, scene of the First Women's Open Championship of the U.S.G.A., has been altered since the days when Walter Hagen leaned from his caddy house window and challenged to play left (or one) handed any of his underlings.



As the layout is now, an exacting blend of length and accuracy will be demanded of the competitors.

The course plays to a ladies' par of 37-37-74 through 3,237-3,180-6,417 yards. Out-of-bounds

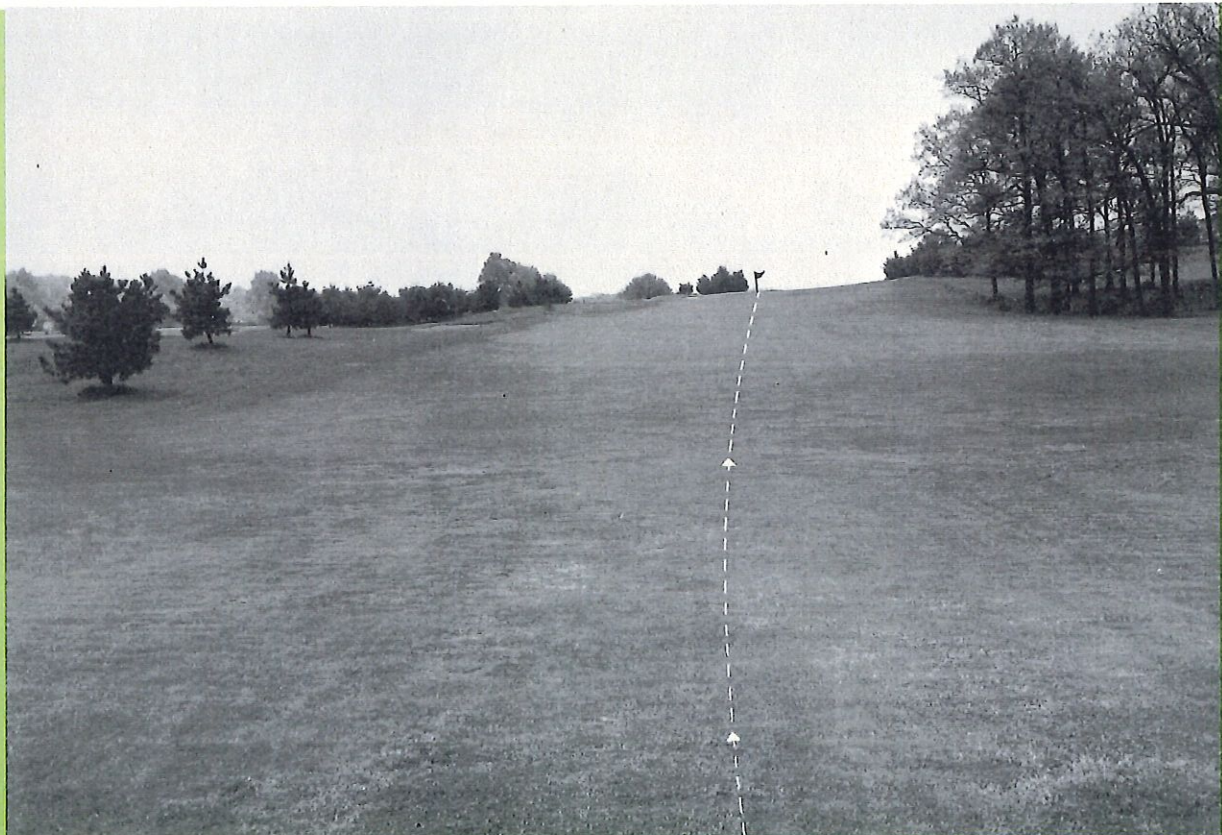
abuts all but the 2nd, 8th, and 9th holes.

Greens are depressed or elevated, necessitating blind approach shots on at least seven holes. Putting surfaces in general are not hazardous.

The course record is not held by the usually incomparable Hagen, but by CCR's beloved George Christ who died in 1947. Christ fired a 61 over the layout in the early '30s, a score which has not been approached by several strokes.

Mrs. Ruth Woodward Finch owns the ladies' record of 38-34-72 scored in the 1950 CCR Invitation tournament. The following year Miss Pat Lesser carded a 73 in the invitation.

In scoring her record round, Mrs. Finch birdied holes 10, 15 and 16 as the par stands today. She bogied 5.



No. 1—334 yards—Par 4—Birdies should come fast here. But the hole is designed to perplex jittery starters. A slight push off the tee winds up out-of-bounds; a spacious trap to the left of the green catches a hooked 7 or 8 iron.



No. 2—447 yards—Par 5—A backbreaker! There'll be a lot of second-guessing here. A creek winds 30 yards short of the green posing the problem of whether to play short or shoot the works.



No. 3—332 yards—Par 4—A hit-and-hope hole. Approaches with 7 to 9 irons climb out of sight following a steep grade to an elevated green. Too much iron and you're out-of-bounds. Green dives in toward the player and makes three-putters of bold birdie shooters.



No. 4—193 yards—Par 3—A puzzler. Downhill trajectory, out-of-bounds at right and creek cutting 170 yards makes choice of club frustrating. Green is well trapped.



No. 5—407 yards—Par 4—The ladies will have to have a variety of wind shots in their repertoire to score here. Prevailing winds make wood shots usually a must on approaches. Pushed drives go out-of-bounds. Traps and pines catch stray approaches.



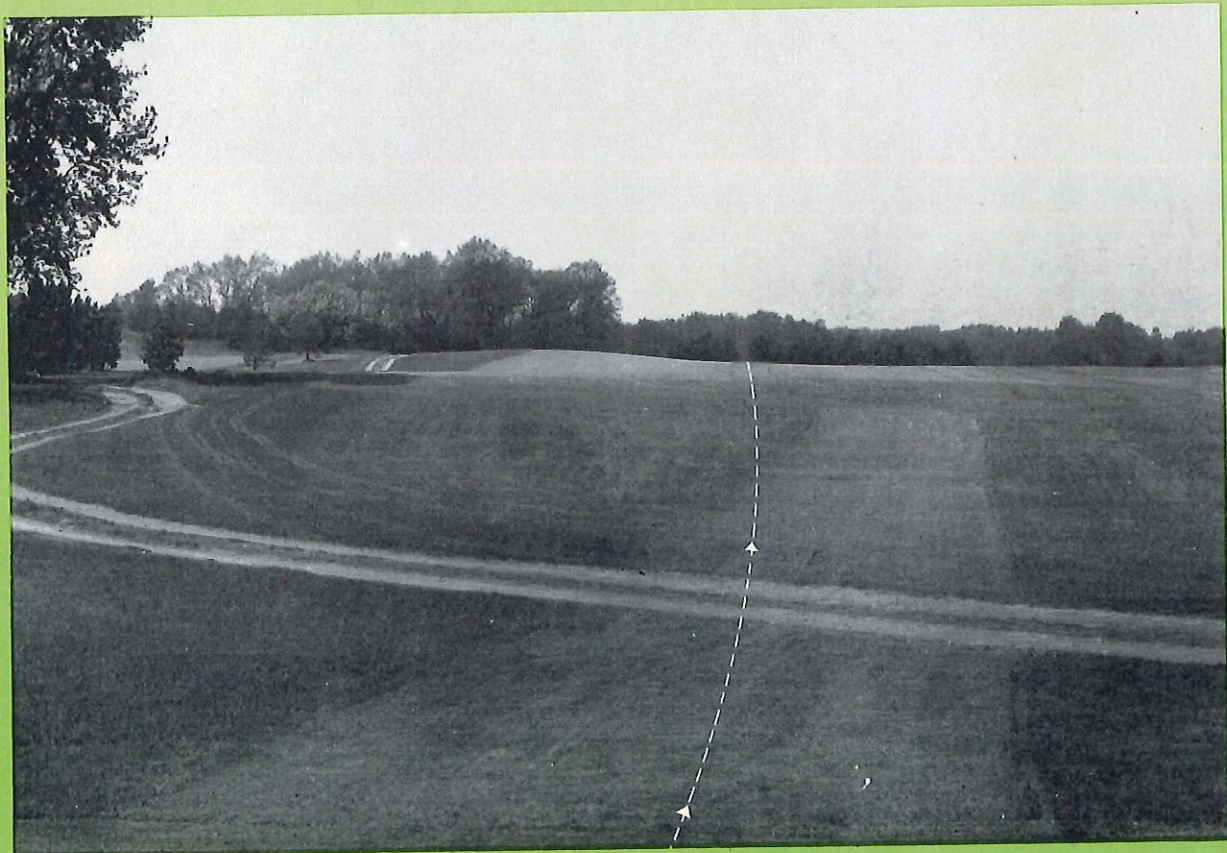
No. 6—421 yards—Par 5—At last, a genuine birdie hole. But it bends to the right and terrain tends to dupe player into underclubbing. View is from the "dog-leg"—203 yards out from tee.



No. 7—520 yards—Par 5—Here's where they'll slug. The fairway twists 80 degrees to the right out 220 yards from the tee. Out-of-bounds runs along the right border. Remainder of the hole is played downhill through a chute. View is from "dog-leg" corner—220 yards from the green.



No. 8—178 yards—Par 3—Scuffed irons will fall into the creek, 10 yards short of the green. You have to have “yipless” putting touch on this sloping green.



No. 9—405 yards—Par 4—They’ll turn on the power here. From here to the 16th hole, slammers will have the edge. Fairway is slightly upgrade with nary a level lie. Green is hidden beyond rise in fairway.

ST.



SANDENHAM Rd.

ELMWOOD

PARKING AREA

The Country Club of Rochester

ROCHESTER, NEW YORK

ELMWOOD

WOODS

CREW

6

4

5

3

15

8

SERVICE WAY

SERVICE WAY

PRACTICE AREA

SERVICE WAY

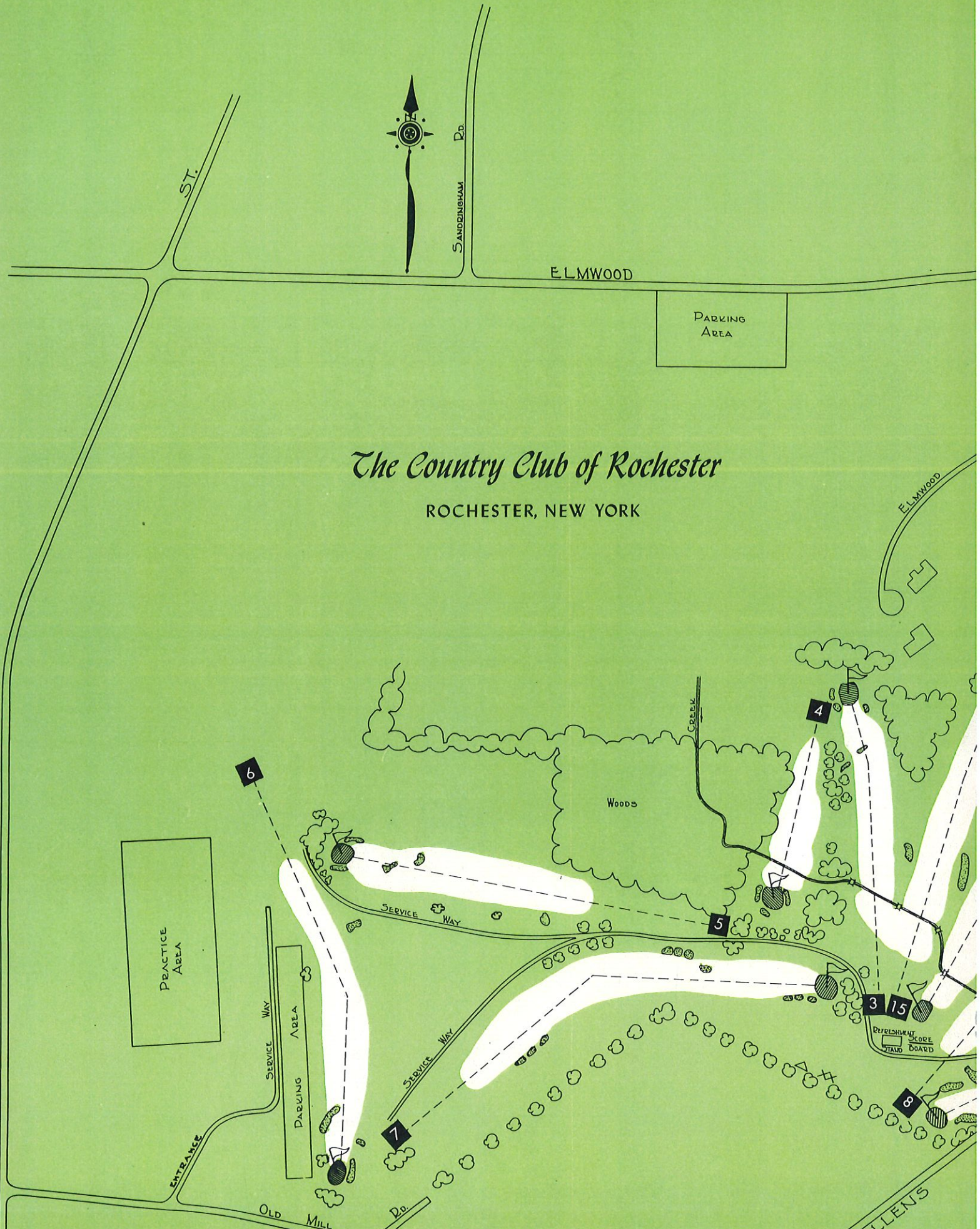
PARKING AREA

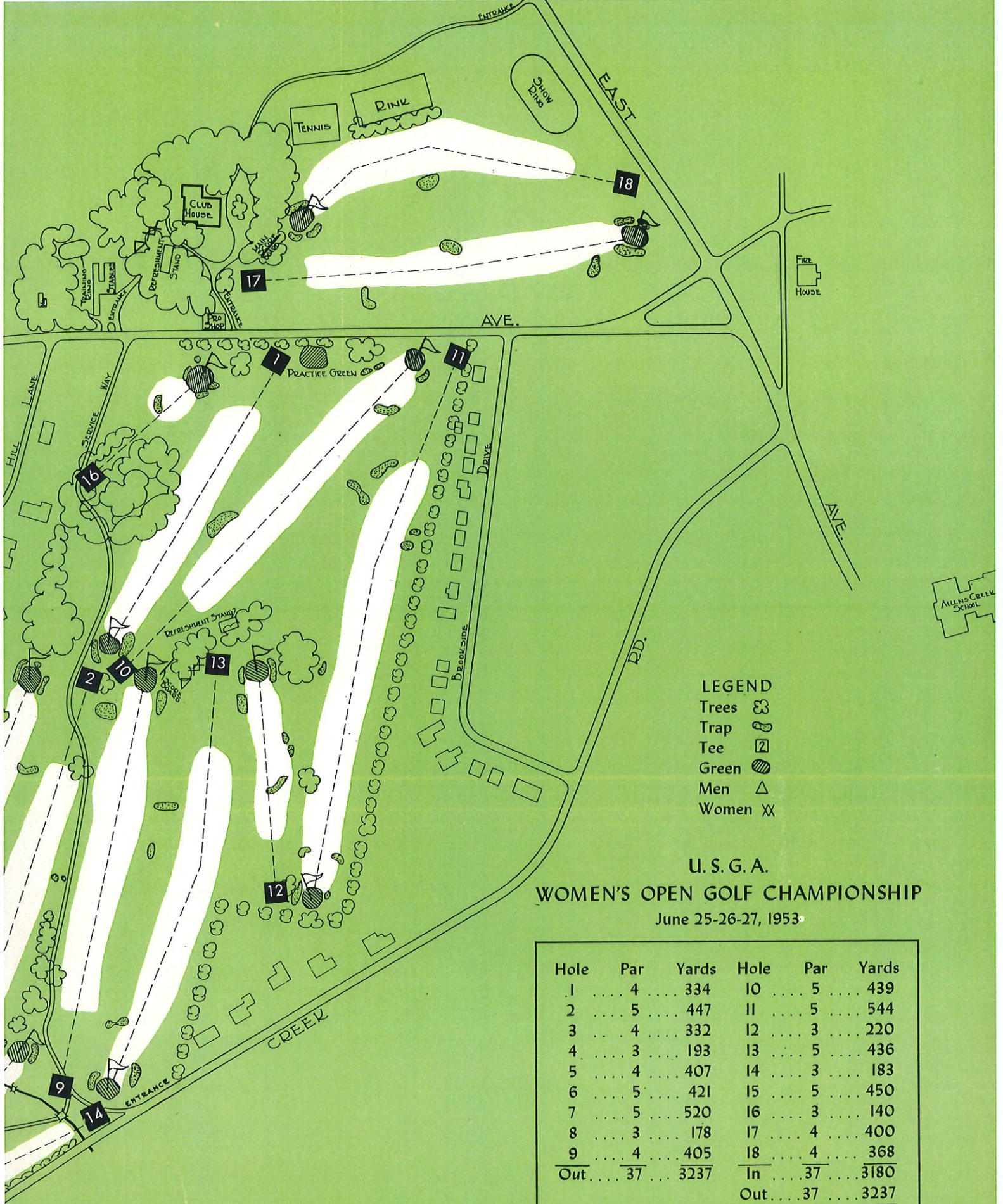
ENTRANCE

OLD MILL Rd.

REFRESHMENT STALL
SCORE BOARD

ALLEN'S





LEGEND

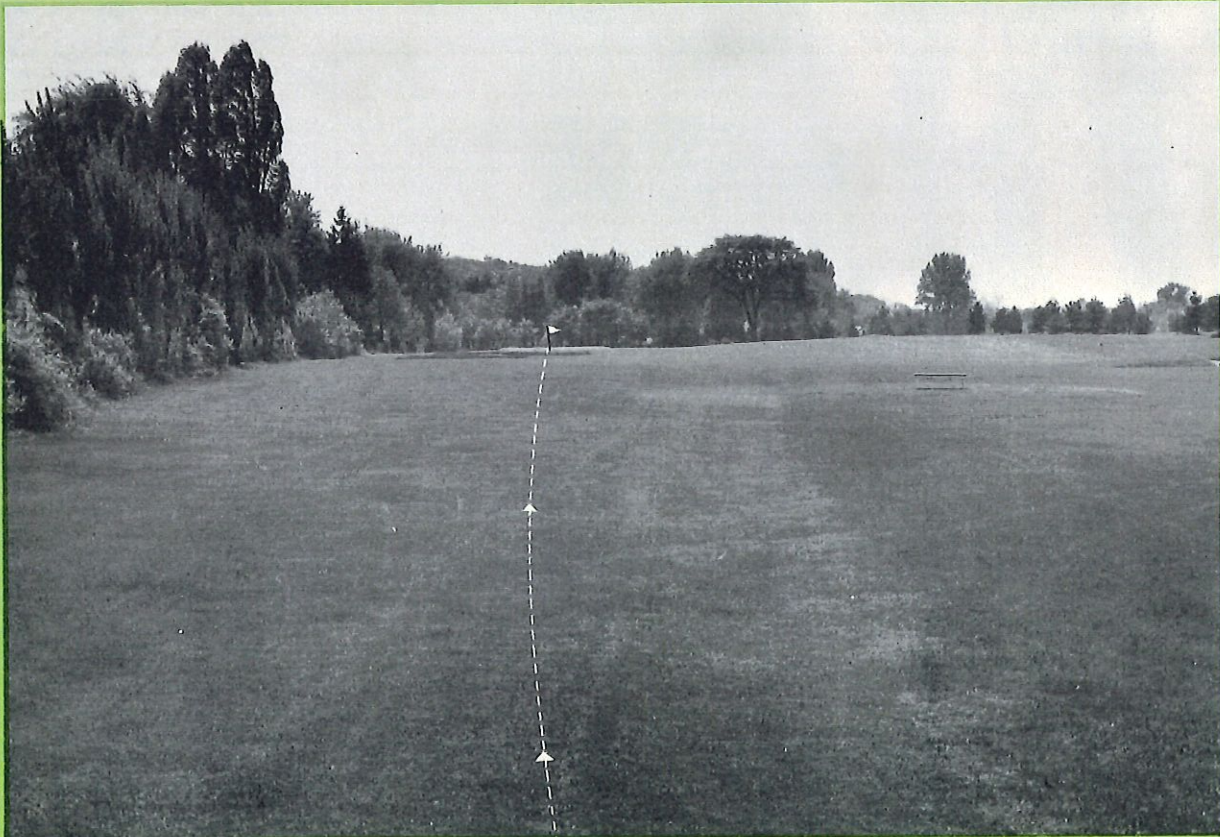
- Trees ☼
- Trap ⚡
- Tee []
- Green []
- Men △
- Women X

**U. S. G. A.
WOMEN'S OPEN GOLF CHAMPIONSHIP
June 25-26-27, 1953**

Hole	Par	Yards	Hole	Par	Yards
1	4	334	10	5	439
2	5	447	11	5	544
3	4	332	12	3	220
4	3	193	13	5	436
5	4	407	14	3	183
6	5	421	15	5	450
7	5	520	16	3	140
8	3	178	17	4	400
9	4	405	18	4	368
Out	37	3237	In	37	3180
			Out	37	3237
				74	6417



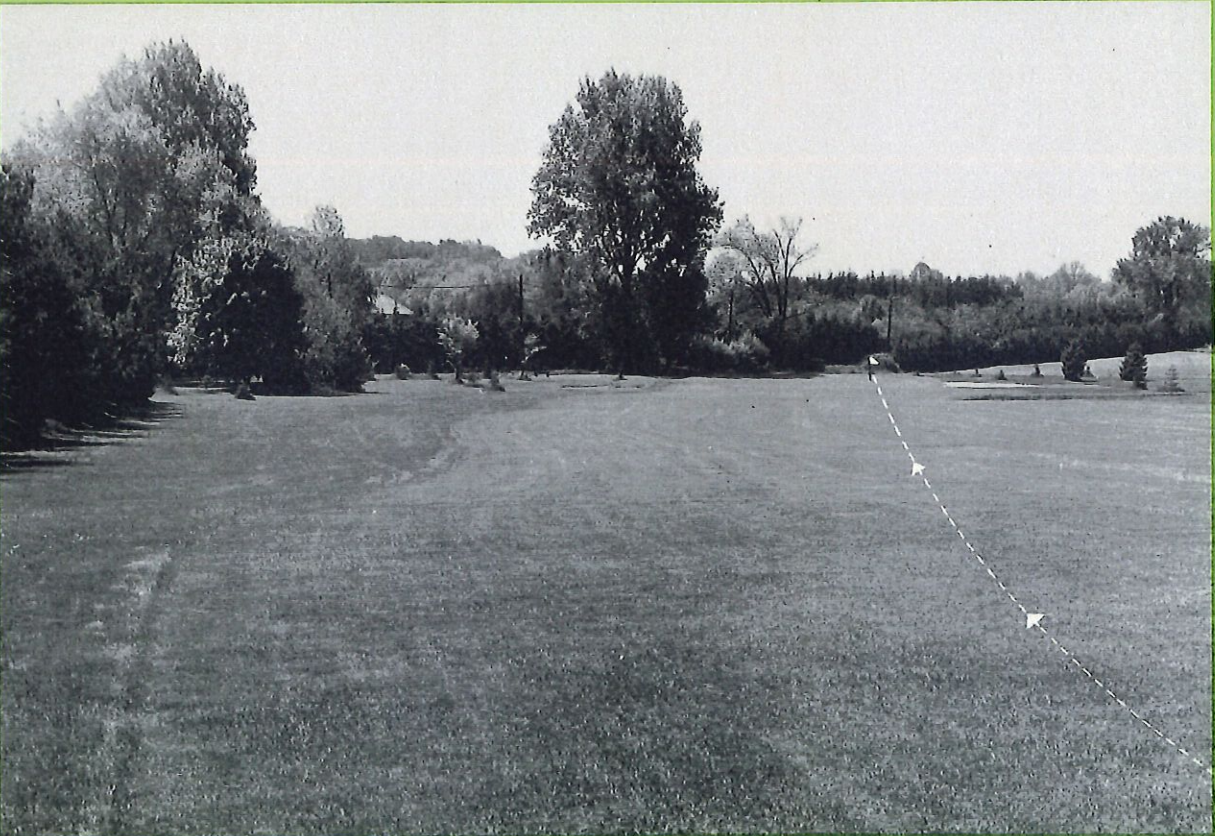
No. 10—439 yards—Par 5—An ideal vantage point for the gallery. Tee is adjacent to the first green and is elevated. Long second shots will go out-of-bounds and traps beckon near this large green.



No. 11—544 yards—Par 5—Hook here and you'll be hitting stroke No. 3 off the tee. Second shot must be placed left of center to avoid stretching branches of oft-cursed gigantic elm tree at right of fairway. Plenty of room to hack on this elongated monster.



No. 12—220 yards—Par 3—Not many male stars use an iron here. Traps to the left and trees to the right make it an ideal double-bogie hole.



No. 13—436 yards—Par 5—Smash a drive uphill, turn right and angle a spoon down onto a tricky putting surface and you'll expect a birdie. For the timorous there is an out-of-bounds that awaits a hook and a roomy trap for the faders making the second shot long and sensitive.



No. 14—183 yards—Par 3—The out-of-bounds still plagues the hooker here. She'll share heart-aches with the over-clubber who will also pound one off the golf course. Expansive trap to right adds to the toughest three-shotter at CCR.



No. 15—450 yards—Par 5—Here's where at least one four-putter will be born. The fairway is all uphill, leaving a blind approach to an undulating, treacherously fast green.



No. 16—140 yards—Par 3—A scenic hole, abutted by deep bunkers. The trap artists will shine, and everyone can take an easy-par breather.



No. 17—400 yards—Par 4—Back to power golf! Slice and you're out-of-bounds; hook and you catch a trap at 220 yards or a clump of trees at any distance. Walter Hagen used this hole for practice when he walked to and from work at the caddy house back in the early 1900s. His home was a good brassie shot from the green.

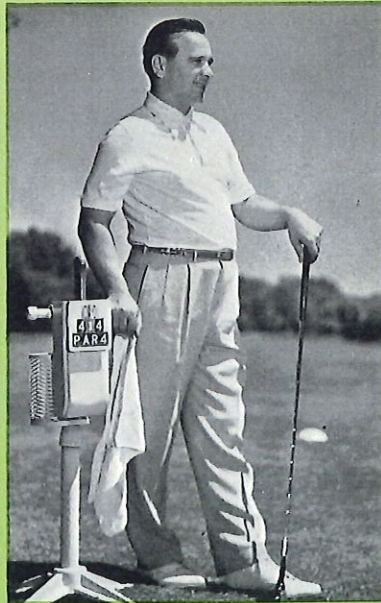


No. 18—368 yards—Par 4—This is the only dog-leg to the left. A prominent trap and a small forest at the elbow make the distance-cheaters wish they hadn't. Green is well-trapped on both sides.

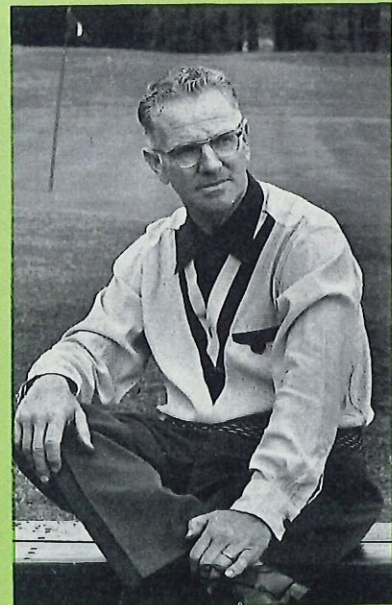
Golf Staff



CHARLES H. BEMISH
Professional



STEVEN A. FERENTZ
Ass't Pro.



DELMAR J. JACOBS
Handicap Sec.

Championship Styles of Yesteryear



MISS BEATRICE HOYT
1896-7-8



MISS RUTH UNDERHILL
1899



MISS FRANCES GRISCOM
1900



MISS GEORGIANNA M. BISHOP
1904



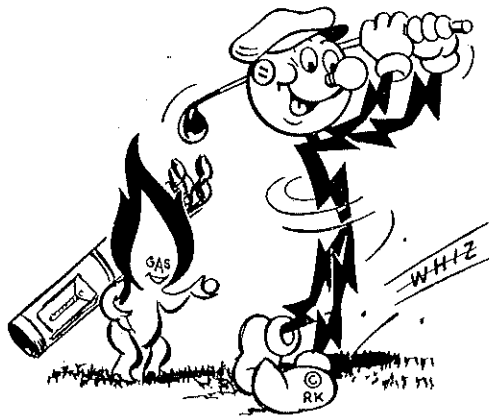
MRS. CLARENCE H. VANDERBECK
1915



MISS MARION HOLLINS
1921

GOOD LUCK, *Ladies*...

on your first U.S.G.A. open championship!



We're proud that you chose Rochester for your first 'Open'. We think you'll like our city. Reddy Kilowatt, Speedy Therm and all the folks at the RG&E wish you the best of luck in your tournament.

ROCHESTER GAS and ELECTRIC



Sports of all Sorts

Whether it's GOLF or BASEBALL, FISHING or BOATING, whatever your favorite sports, you'll find them reported in the weekday and Sunday "Democrat."

Every morning Paul Pinckney and his staff bring you sports pages that are appreciated by fans for their accurate news. But, much more than that... readers enjoy the full advantage of a press-box point of view—vivid, live reporting, packed with personal color... play-by-play, stroke-by-stroke, race-by-race.

Whatever the season, you'll know your sports better, enjoy them more if you read this newspaper regularly.

Democrat & Chronicle

WEEKDAYS and SUNDAYS

Western New York Golf Has a History

By JACK TUCKER

•Probably no city of comparable size in the country has more golf courses than the Rochester District, a hot-bed of links addicts who include many a nationally-known golfer.

The list of champions is formidable. And some of them stem from the early days when sheep roamed ancient Genesee Valley Park, nibbling away at the fairways and thus functioning as four-footed "mowers."

Let's take a look at some of the great golfers this district has produced.

There's Sammy Urzetta, for instance, the handsome, modest young fellow who came from nowhere as a latter-day Cinderella Kid to win the National Amateur championship two years ago in Minneapolis. A former New York State titlist, Sammy knocked off a rather well-known golfer in the finals at Minneapolis... name of Frank Stranahan.

Little Mike Ferentz is a former National Public Links champ.

Arthur (Ducky) Yates in his day was one of the finest amateurs in the country. Art's conquests include the North and South Amateur, the state championship and others. He has been co-medalist and semifinalist in the National Amateur.

The Robesons—father and son—each won the North and South Amateur. Old Irv Robeson and his son Fil were members of the CCR here for many years.

Frankie Commisso, professional at Irondequoit, and Clarence Doser, formerly with the CCR and later at Lake Shore, both have threatened time and again in national PGA championships.

Blond Bobby Hill of Oak Hill won the Southeastern Inter-collegiate title last year.

The late George Christ, successor to Walter



Hagen as CCR professional, was a power in national pro golf.

Charlie McKenna, Oak Hill pro who still is going strong although Charlie is crowding 60, only last year won the professional seniors title in Florida.

Bobby May, Oak Hill amateur, was defending titlist this spring in the Bermuda Amateur (note: check to see if Bob wins it again this spring.)

Although the Rochester District has yet to produce a nationally-known woman golfer, we have one standout here. She is Mrs. Jean Trainor, who has won many local and Western New York championships.

And lest we forget, how about Jean's hubby, Dr. George Trainor, who created a sensation in last year's National Amateur by nearly crashing through to the final rounds? In one match, for instance, big George started against his hapless opponent with an eagle, then closed him out at the 19th—the same hole—with another eagle!

Outside of Mrs. Trainor, the two dominant woman players in the District were Mrs. Becky Lyons, Jean's perennial rival, and the late Mrs. Dewey Macomber, who won the Western New York women's championship.

The Rochester District veritably abounds with golf courses. There are 15 of them—counting two at Oak Hill Country Club and two at Genesee Valley, the public links that has spawned so many standout players who later joined private clubs. Here's the list:

Oak Hill (2), the CCR, Locust Hill, Monroe Golf Club, Midvale, Irondequoit, Ridgmont Golf Club, Brook-Lea, Lake Shore, Durand and Genesee (2), the public links; little Braemar, and Churchville, the county layout.

Oak Hill in particular has two of the finest courses in the world. Oak Hill has been host to the National Amateur, the Hagen Open, the State Amateur and many other big tests.

The annual Lake Shore Open, hosted by the

(Continued on page 40)

(Continued from page 39)

CCR's own Tom Lunt, is growing in importance and money. It will not be held this year, however.

Then there used to be the Western New York Open, and newspaperman Dick Trabold's old "Divots" championship, forerunner of the WNY Open.

Exhibitions galore have been fans' fodder in Rochester for years and years. We've had 'em all here—the cream of the national crop.

Now we have the Women's National Open at the CCR to add to the District's list of golfing fame.

Good luck, girls. Keep your heads down, left arms unbent, follow through, keep your fingers crossed... and have at it!

FINCHER MOTORS, INC.

"88" - OLDSMOBILE - "98"

USED CAR SHOWROOM	NEW CAR
37 South Union St.	Sales and Service
Lot—Cor. Court & Union	18 South Union St.

Phone HAmilton 8440

**Keep Your Sportswear
Looking New**

with our nationally famous

SANITONE

Dry Cleaning

61
North St.



1884
East Ave.

Star Palace

DRY CLEANERS LAUNDERERS

Phone BAKer 7110

Headquarters

For

Famous

Name

Golf

Equipment



It's

THIS WAY

*It passeth all
understanding*

By HOWARD C. HOSMER

• This piece is dedicated to all the wistful brides and all wise matrons and all the puzzled girl friends whose men are afflicted with the Scottish bug.

This is an explanation for those who neither know nor understand the game of golf — an explanation and a definition.

No cure is prescribed herein for golf, for it is an incurable illness.

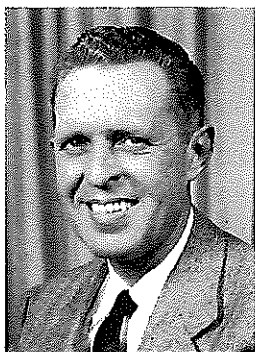
Ladies—it is not competition, nor the spirit of sport, nor the rolling, lush, green grass, nor the wager, nor the camaraderie of the 19th hole, nor the exercise, nor the tanning sun, nor the healthful air that draws your man away.

It is himself. In golf, he has met something that has gotten the better of him, like dope or drink. Yet there is no M.D. to help him, no Golf Anonymous to put him on the good path again.

Golf has been called "the old man's game," yet young men are frustrated by it, strong men are downed by it, athletes are baffled by it and physical weaklings often prevail in it.

We have seen giants of men frightened by a 12-inch putt, finely-conditioned sports almost tearful because of a missed shot, captains of industry and generals of the army defeated by their own lack of strategy; grandfathers turned babies over the muffed trap shot, the topped drive.

Golf is the hardest game in the world to play well, for in it a man plays against himself. His eyes, his head, his hands, his arms, his feet and legs, hips and body must be totally coordinated in one instant



to achieve the perfect shot.

And if even a mediocre score is to be achieved, many such shots are necessary each time out.

Golf is a challenge, because it looks so easy. It is insidious, because it grows on its victim and leaves him few thoughts but the longing for perfection which seizes every golfer, good or bad.

Golf is like billiards. The man who plays it well is the man who has given a lot of time to it. It cannot be picked up again like dancing or bicycle riding or swimming. It must be played all the time to be played well, and happy is he indeed who even with constant application can keep his skill at a pleasing level.

Golf makes fools of us all because we let it and cannot help it.

Golf keeps us from our gardens, our meals, our families. It also keeps us from our dutiful worries and furnishes us with a brand new set to gray the hair and furrow the brow.

This, then, ladies, is golf.

Try not to understand it but let it, like the dread disease it is, run its course. The thoughtful man in time will bring golf into harmony with the rest of his existence. But until the crisis passes, you will find him feverish and at times delirious, vague, snappish, preoccupied—not himself at all.

Remember this: There need be no worry about a man's moral fiber once he stands off and sees golf whole for what it is—a consumer of time, a waster of effort, a trier of the soul.

These things, when he turns honest, he will tell you. But he will omit saying that it is also fascinating, thrilling and almost always, but not quite, satisfactory.

(Continued from page 9)

played here since the beginning of World War 2.

The original clubhouse burned to the ground in October, 1902, but reconstruction was started at once, and the present structure was erected. Fire struck the second time in 1910, destroying the Club's stables.

For a number of years during this period seven holes of the Club's golf course were across East Avenue, and three tees required driving directly across the road. In 1909 the Club exercised its option on the Parsons property, and in the next few years purchased several adjoining parcels. This made it possible, in 1913, to discontinue the use of the holes on the north side of the avenue. The new 18-hole course was completed in 1914.

In 1913 the Club's young new pro asked the Green Committee for permission to go to Brook-

line, Mass., for four or five days to participate in the U. S. Open Golf Tournament. Although this request was considered somewhat unusual, it was granted. The pro finished fourth, and returned to Rochester bitter about the humiliating treatment he had received. He announced his determination to go back the next year and win the championship. He did, and for the next 20 years he held virtually undisputed reign over professional golf, not only in the United States, but abroad. His name was Walter Hagen.

During the nearly 60 years of its existence, the Country Club has weathered four wars, major and minor financial crises, and two fires, with equanimity. It has been the scene of many distinguished tournaments. The Club is proud to be host to the 1953 Women's National Open Championship.

The Caddie

If you can keep your head when all about you
Are lifting theirs and blaming it on you;
If you can answer and yet be respectful
When no respect is being shown to you;
If you can wait and not be tired by waiting,
Then hurry when your player starts to run,
Pretend you like it when you're close to hating,
And yet be game enough to smile in fun;

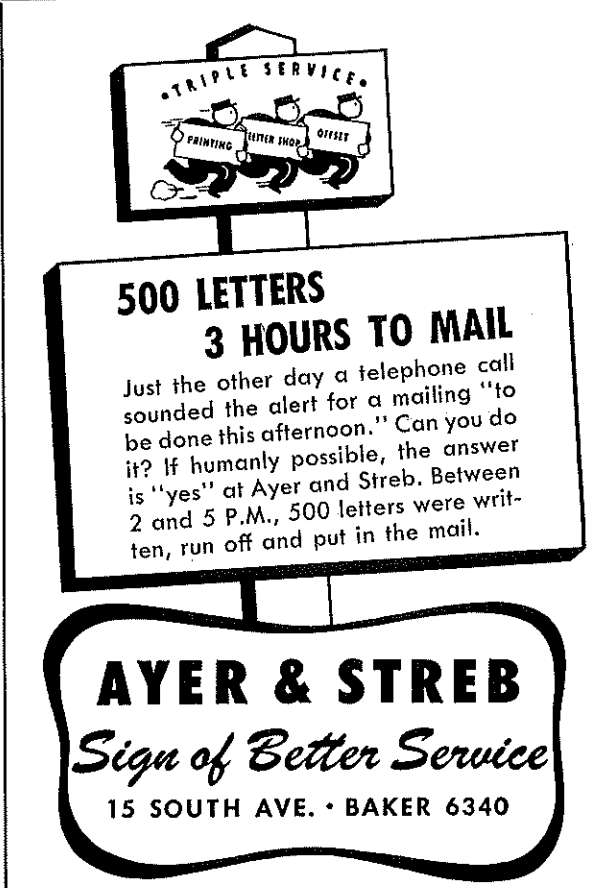
If you can pack two hefty bags of golf clubs
Around a course which measures full four miles,
With sweaters, balls, umbrellas—big as wash
tubs—
And yet your face be wreathed in happy smiles;
If you keep still while anyone is playing,
Put back the divots, but move right along,
Keep off the line of punts, and smooth out
bunkers,
Right club always ready, and yet not offer wrong;

If you can dream of all the boyish pleasures
Which you give up so oldish men can play,
And yet with no resentment of harsh measures
Take interest in the same old thing each day;
If you can smile at jokes, yet keep from laughing
At silly things some of the players do,
Line up the shots regardless of a strafing,
And wash up balls to make them look like new;

If you can listen to the torrid language
Which "gentlemen" employ out on the course,
Forget about the nasty looks they give you,
Ignore bad words, and yet respect their source;
Be wet, and cold, yet cheerful to your player,
Be grateful for the fee so hardly won—

You'll be the answer to the golfer's prayer,
And which is more, you'll be a man, my son.

A. J. HILLS, Ottawa, Canada



The sign is a vertical assembly of three parts. At the top is a rectangular sign with a hanging top, featuring the text "TRIPLE SERVICE" in a curved banner above three stylized figures holding signs for "PRINTING", "LETTER SHOP", and "OFFSET". Below this is a larger rectangular sign with a drop shadow, containing the text "500 LETTERS" and "3 HOURS TO MAIL" in large, bold, sans-serif font. Below that is a rounded rectangular sign with a drop shadow, containing the text "AYER & STREB" in large, bold, sans-serif font, "Sign of Better Service" in a cursive script font, and "15 SOUTH AVE. • BAKER 6340" in a smaller sans-serif font.

TRIPLE SERVICE
PRINTING LETTER SHOP OFFSET

**500 LETTERS
3 HOURS TO MAIL**

Just the other day a telephone call sounded the alert for a mailing "to be done this afternoon." Can you do it? If humanly possible, the answer is "yes" at Ayer and Streb. Between 2 and 5 P.M., 500 letters were written, run off and put in the mail.

AYER & STREB
Sign of Better Service
15 SOUTH AVE. • BAKER 6340

“The blood which flows through our veins is our most valued possession... it is life itself. It can be shared. Probably in no other way can we more truly give of ourselves to others than by giving the gift of life itself... our own blood.”

In the Rochester Region everyone is protected for all may receive blood without charge when needed.

*

Make Your Blood Donation Soon

Invest in Life; The Dividends are Limitless

*

RED CROSS BLOOD CENTER

276 Clinton Avenue South • Rochester, New York
Phone HAmilton 6100

CENTER HOURS

Mondays, Tuesdays, Wednesdays, Fridays: 12 noon to 6 P.M.

Thursdays: 12 noon to 8:30 P.M.

(Continued from page 13)

copy of his little story hangs in "Golf House," the USGA's headquarters in New York. It is signed by the gentleman who was Secretary in 1894-95-96, and it reads as follows:

"In the Autumn of 1894 the St. Andrews Golf Club, having completed its links at Grey Oaks in Yonkers, N. Y., decided to give a tournament for the Amateur Championship of the United States, the dates selected being October 11-12-13, and invitations were sent to the various golf clubs throughout the country, the tournament to be played according to the rules of the Royal and Ancient Golf Club of St. Andrews, Scotland, the prizes being diamond-and-gold, silver-and-bronze medals.

"Everything was going on as per schedule when the Newport Golf Club suddenly decided to hold a Championship Tournament on September 3-4, the prize to be a silver cup and the competition to be at 36 holes medal play, and as neither club would withdraw from its original position, there were two so-called championships of the United States held in 1894.

"The writer, who was then Secretary of the St. Andrews Golf Club, conceived the idea that this embarrassing condition could best be done away with by forming a National Association to establish

uniform rules and to conduct future competitions for championships, and in this matter received much valuable assistance and advice from Mr. Laurence Curtis of The Country Club of Brookline, Mass., and at a dinner at which I presided at the Calumet Club in New York City on December 22nd, 1894, at which representatives of five of the leading golf clubs of the country were present, the Amateur Golf Association of the United States was formed. Its name was changed successively to American Golf Association and to United States Golf Association.

"From this small beginning the Association has grown and prospered, largely by the untiring efforts of the men who have formed its governing body and who have spared neither time nor money to carry out their ideals for forwarding and guarding the interests of the 'Royal and Ancient Game,' and when I think of what this Association has accomplished since its organization in 1894, I often wonder if 'We have builded better than we knew.'"

From this little account, two main points are apparent:

1. The USGA was born out of a real need for sportsmanlike regulation of golf.
2. The organization was created by golfers, for the benefit of golfers, and directed by golfers.



belts

buckles

jewelry

suspenders

wallets

travel kits

**Keep Up To
The Minute
With Fashions**

...

Miss Margaret Goetz-
man, Rochester Times-
Union fashion writer
reports daily on the
news of the fashion world... styles and trends as
you will find them in Rochester stores.



...

Keep up with the news
of fashions as reported
and pictured on the
women's pages of the
Rochester Times-Union
... everything of inter-
est to women from
homemaking to hem-
line.

...

Read it Regularly in the

ROCHESTER TIMES-UNION

Your Complete Family Newspaper

...

FOR HOME DELIVERY

CALL LOcust 5600



**in golf
and in
dry cleaning
... follow-up
is important**

a championship golfer makes
the grade by keeping her
eye on the ball and follow-
ing-through . . . Staub's—
Rochester's champion Dry
Cleaner has won their laurels
by keeping a keen eye on
every detail in the carefully
controlled process and then
following through with com-
plete inspection.

Try STAUB'S and see!

*you expect more
and you get
more at...*



MONroe 6600

941-971 Main Street East 1760 East Avenue
1752 Monroe Avenue 799 West Main Street

A cool tip for your

SUMMER MENU

For a refreshing drink with
your summer meals . . . serve
tall glasses of creamy

Brighton Place milk.

GET THE BEST . . .

GET SEALTEST



Tel: Glenwood 0144 - 45 Fulton Ave.

(Continued from page 21)

the cup on the fly. He behaved, in short, like Joe Kirkwood in Joe's madder moments but with this difference:

Walt acted that way in tournament competition, whereas Joseph confined his Pagliacci antics to the exhibition tee.

Sir Walter also has been guilty of such frightful practices as playing poker, bending the elbow and telling stories until dawn, then whipping out to the first tee like a bloated gazelle and break 70.

Walter frequently performed this latter feat with both eyes nearly closed and the ripe glow of red peonies adding luster to his large and handsome nose.

It is not true that Hagen always was guilty of being a few minutes late on the first tee. He has been hours late. Sometimes he didn't show up at all.

There was that little matter of a game with the Duke of Windsor, then the Prince of Wales.

The prince, an ardent fairway-mangler and staunch admirer of the bizarre Yankee, once twiddled his regal thumbs for 45 minutes in England, waiting for the man who seldom was on time for anything—including meals, marriages and monarchs.

"My goodness," the prince said finally. "Apparently the bloody fella has forgotten our golf date!"

The prince had something there. Hagen couldn't even get out of bed. But Walt and Eddie got together after that and became fast friends.

Generous to a w.k. fault, Walter was greeted

jubilantly throughout the land by waiters, hotel clerks, bellboys and caddies. He got rid of dough faster than a Senate investigating committee.

Walt liked to drive the longest, sleekest and most expensive roadsters. He was the darling of haberdashers. He would dine on such succulent chow as broiled humming-birds and breast of guinea under glass, dipped in fine white wine... because somebody told him that was what the really big-wheel playboys did.

In his hilarious heyday, Sir Walt beat them all—including infliction of the worst drubbing the great Bobby Jones ever absorbed.

That was back in 1926, when peerless Bobby was crushed by 12 and 11 in their 72-hole match for the "world's championship."

Ironically enough, Hagen very nearly embarked on a professional baseball career in 1914—when he became torn between the two loves, the diamond and the fairway.

An excellent semi-pro ballplayer, Walt even got to the point where he was given a tryout in the Philadelphia Phils' outfield. He looked pretty good. Not outstanding, but not bad, either. But Walt recalls that he got thinking:

"I'm not a bad ballplayer, but I'm a sucker at bat for curves."

He gave up the baseball idea, and thus saved himself from the agonizing fate of not making over a million dollars—which is what he earned in his long golfing career.

In Rochester... It's

Projansky

for
FINER FURS
and APPAREL

39 EAST AVENUE

Specify

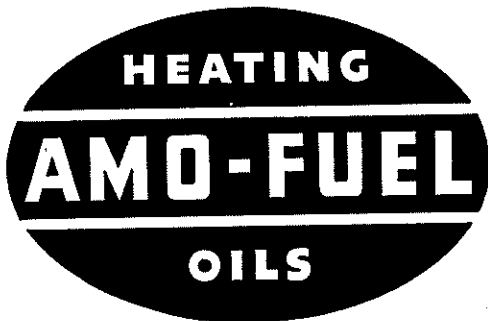
**FRAMES OF
DISTINCTION
by Rochester**

**ROCHESTER OPTICAL
MFG. COMPANY, INC.
ROCHESTER, N. Y.**



*What is it
that makes a
Champion?*

Consistent
SUPERIORITY
...that's what makes



*your best buy in
home heating!*

Call **GE**nesee 0515
for further information
regarding **AMO-FUEL OIL***

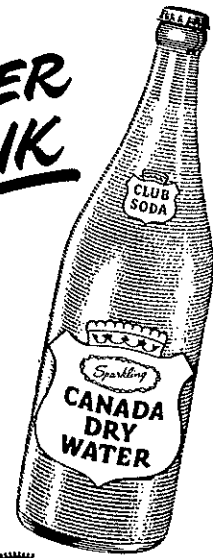
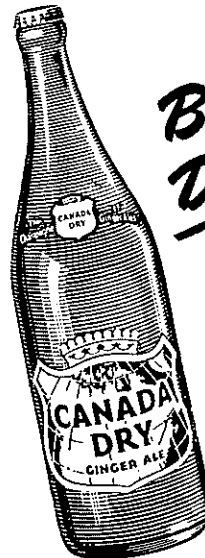
HUB OIL CO.
inc.

McKEE ROAD • ROCHESTER 11, N. Y.

**Product of American Oil Co.*

2 Ways to Mix

**a
BETTER
DRINK**



CANADA DRY
WORLD FAMOUS

GINGER ALE and WATER

For Your Convenience

To Save You From Shopping All Over Town

"C-P" OFFERS YOU

**COMPLETE
HOME SERVICES**

UNDER ONE ROOF

- Laundering
- Dry Cleaning
- Fur Storage
- Rugs
- Hats
- Gloves
- Dyeing
- Pillow Sanitizing
- Fur Remodeling
- Draperies
- Curtains
- Blankets
- Slip Covers
- Fur Repairing

ONE CALL FOR ALL.. PHONE **GLen. 0860**

C  **RESIDENT-PURITAN**
THE FINEST LAUNDERING
DRY CLEANING & FUR
STORAGE

1630 Dewey Avenue
Rochester 15, N. Y.
Glenwood 0860

65 YEARS OF LEADERSHIP

**Systematic Accumulation
of these Individual Stocks**

- KODAK**
- DU PONT**
- GENERAL MOTORS**
- STANDARD OIL (N.J.)**

Please check the prospectus you want

THE QUINBY PLAN

ESTABLISHED 1938

1220 Lincoln Alliance Bank Bldg.
Rochester 4, N. Y., Tel. BAKER 8590

TO A GOLFER'S CREDIT

When from the eighteenth hole I turn
And quit the course forevermore,
St. Peter all my faults shall learn
As he reviews my final score.
I shall admit I raised my head,
Or pressing, used to dip my knees.
But whether yellow, white or red
I never stopped to hunt for tees.

And as he runs my record through
I hope he'll know I struggled hard
My best in every game to do—
But golf's not all upon the card.
When the last faulty score is read
And every eight and nine he sees,
Perhaps 'twill help if this be said:
I never stopped to hunt for tees.

Tell him who knows me over there
I was not much, as golfers go;
Say that my game was only fair,
Ninety I seldom got below.
Tell him that putts I used to miss
Which any dub would make with ease.
Then to my credit add just this:
I never stopped to hunt for tees.

—AUTHOR UNKNOWN

Fine Quality



Since 1880

**FOUNTAIN AND ICE CREAM
FRUITS AND FLAVORS**

**J. HUNGERFORD SMITH CO.
ROCHESTER, N. Y.**

flowers by

marie baetjer

649 park avenue • rochester 7, n. y.

MOonroe 3873-4

Compliments of

ALFRED C. ERNEST, INC.

operating

The Manhattan Restaurant

25 EAST AVENUE

ESTABLISHED 1905

Hi-Heat Coal

DeLco-Heat Oil Burners

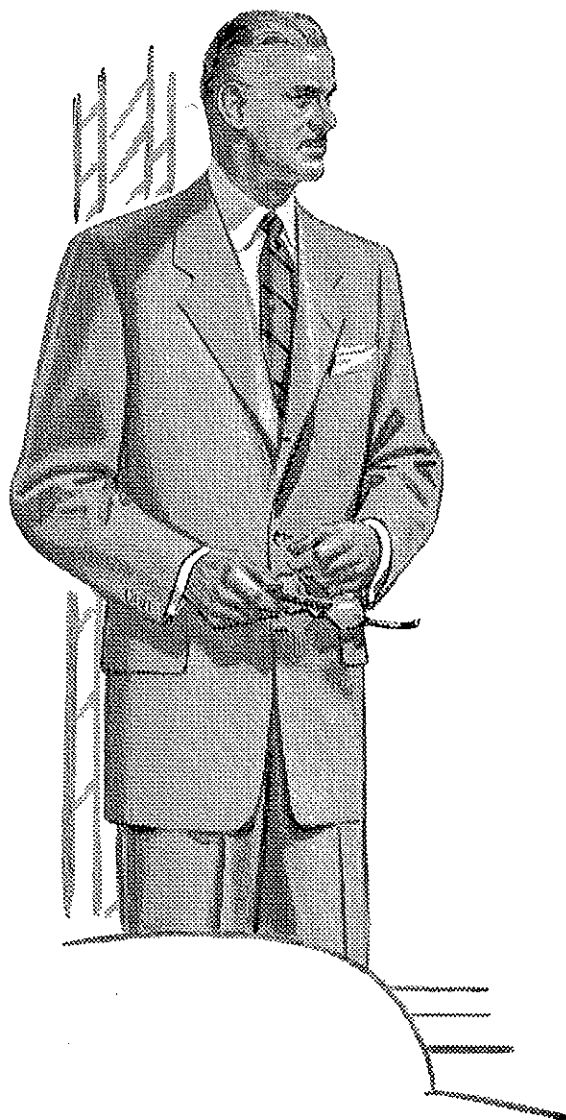
Mobilheat Fuel Oil

Johns Manville Home Insulation

BAKER 0800

LANGIE'S

ESTABLISHED 1872



*Choice of America's
Best Dressed Men...*

Hickey-Freeman

CUSTOMIZED CLOTHES

*...featured in Rochester
exclusively at*

McFARLIN'S

Castle

**HOSPITAL STERILIZERS
SURGICAL OPERATING LIGHTS
and
SURGICAL COLOR TELEVISION**



**DENTAL - MEDICAL
LIGHTS AND STERILIZERS**

**WILMOT CASTLE COMPANY
1255 UNIVERSITY AVENUE
ROCHESTER, NEW YORK**

Support the

MUSCULAR

DYSTROPHY

Appeal

When you
ask for
"Jenny"



You Get
THE BEER MORE PEOPLE LIKE

GENESEE

Light and Dry **Beer & Ale** to Satisfy

The Genesee Brewing Co., Inc., Rochester, N. Y.

**MYRON W. GREENE
OVERHEAD DOORS**

Radio Control

**The Choice of Buyers Who Investigate
Before They Buy**

340 Lyell Avenue

Glenwood 8998

HANFORD & GREENFIELD, INC.

*Specialists in Solving
Advertising Problems*

ESTABLISHED 1906

11 JAMES ST. ROCHESTER 7, N. Y.

Phone BAKER 6990

Moving • Shipping • Storing

SINCE 1865

ROCHESTER CARTING COMPANY

25 NORTH WASHINGTON STREET

STRUCTURAL STEEL

Glenwood 1045

FABRICATION & ERECTION

REINFORCING STEEL • STEEL JOISTS
WELDED STEEL PRODUCTS • WAREHOUSE STOCK

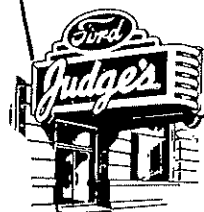
F. L. HEUGHES & CO. Inc.

1029 LYELL AVE.

SUPPORT

Red Feather Agencies

Joe Judge



The Ills of Golf

Oh, the Ills of Golf
Are the Bills of Golf,
And that's where the trouble lies.
We've invented so much that the costs of the
game
Are up to the blessed skies.

Fourteen little magic wands
At forty quid to start,
A tanner for a little bag,
Then one for a caddie-cart.

Cannot the Powers who rule this game
Pity our penurious flurry,
Send manna from heaven,
And cut down to seven,
The numbers of clubs we may carry?

Gone in a flash
Are our worries of cash,
Lesser the load on our backs;
Gone are all caddies and numerous trolleys,
Which cut up the greens with their tracks.

For the Ills of Golf
Are the Bills of Golf,
And nothing will turn this to fiction,
Till the Powers that be
Take pity on we
And bring in the seven-club restriction.

COL. C. P. S. DENHOLM-YOUNG
GOLF ILLUSTRATED, MARCH 6, 1952

WM. F. ZHRNDT & SON

Bookbinders

•
Specializing in Diaries, Catalog and

Edition Binding
•

1500 Clinton Ave. N.

ROCHESTER, NEW YORK

“Cancer Strikes One in Five!

STRIKE BACK!

Give Generously

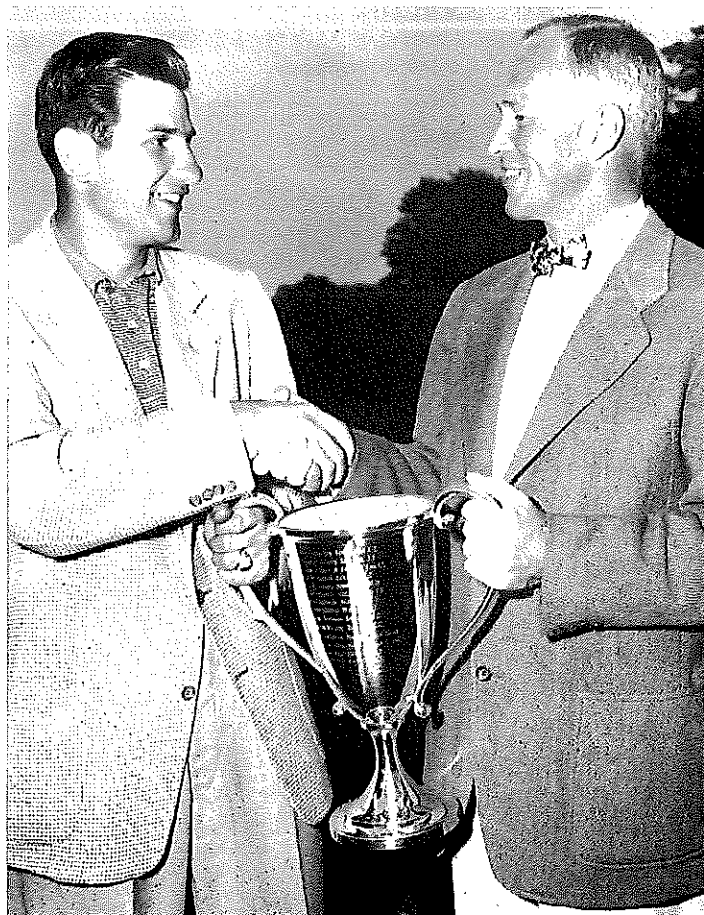
To the American Cancer Society!”

U. S. Savings Bonds

Are DEFENSE Bonds—

Buy Them Regularly!

Sam Urzetta of Rochester, N. Y. 1950 U. S. Amateur Champion, retires Country Club of Rochester Invitation Tournament Cup on the Twenty-fifth Anniversary of the tournament in June 1952. President F. Dwight Sage makes the presentation.



Support the
PLANNED PARENTHOOD CENTER
In Your Community

ROGERS & PORTER

Advertising Agency

191 EAST AVENUE
ROCHESTER, N. Y.

**SERVING
ROCHESTER
MOTORISTS**

for

**45
YEARS**

Whiting-Buick Inc.

EDW. G. KNOBLOCH, Pres.

30 No. Union

BA 4990

MORGAN MACHINE COMPANY, INC.

Builders of Morgan Nail-Driving Machinery

1230 UNIVERSITY AVENUE

ROCHESTER 7, NEW YORK

GEORGE D. B. BONBRIGHT & Co.

ESTABLISHED 1903

MEMBERS—New York Stock Exchange • Chicago Board of
Trade • American Stock Exchange (Associate)

Rochester • Binghamton • Syracuse • Utica

100 Powers Building • Rochester 14, New York

TELEPHONE LOCUST 5200

A. L. BAILEY, President

CHARLES (OBIE) BAILEY, Vice-Pres.

BAILEY-POTTER, INC.

Insurance for Every Need

183 MAIN ST. EAST

ROCHESTER 4, N. Y.

It's always time for



Jenkins & Macy

FUEL OIL

BAKER 3850

2 Great Cars

CADILLAC

PONTIAC

Sales and Service

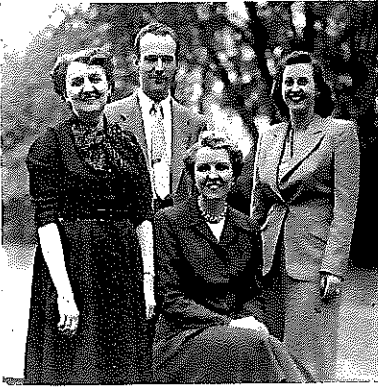
THE VALLEY CADILLAC-PONTIAC CORPORATION

333 EAST AVENUE, ROCHESTER, NEW YORK

BAker 3440

Both Cadillac and Pontiac being used on the Course as official cars.

Ask the drivers for any information.



OFFICE STAFF

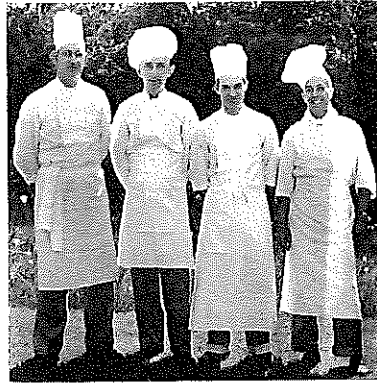
*Edna Ruth, Don Dickerson,
Elinor Sheehan, Virginia Rambert*

The Club Staff



SERVICE STAFF

L to R (Rear) Lillian Elliott, Anna Liebhardt, Daniel McAvoy, Ida Van Ness, Ruth Gibb; (Front) Anna Gay Papenfuss, Grace Dentinger

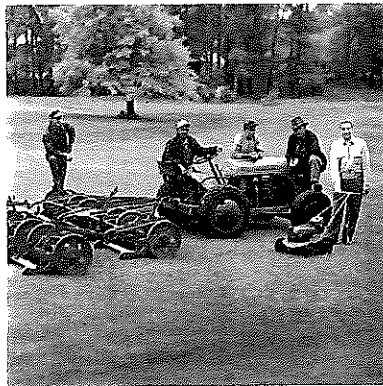


THE CHEFS

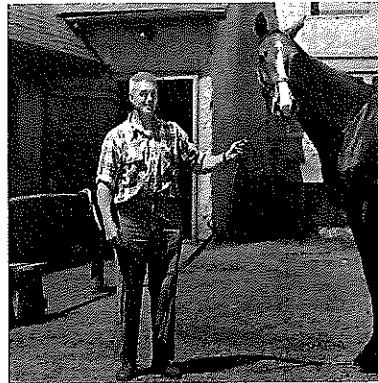
*L to R—Horace W. Storey, Chief;
Jack Graney, Elmer Clack, Joseph M. Donadoni*



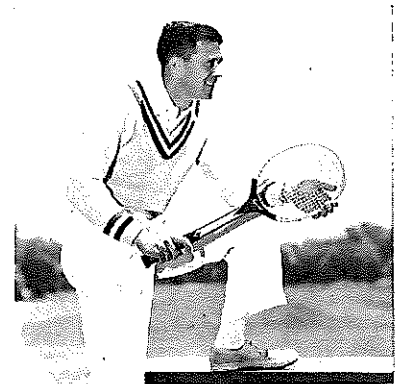
HOUSE STAFF



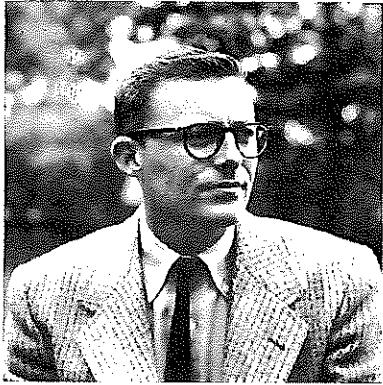
GROUNDS STAFF



STABLES MANAGER
Roy W. Bow



TENNIS PROFESSIONAL
George Armstrong



MANAGER
Francis H. Shaw



GROUNDS SUPERINTENDENT
Elmer Michaels



STEWARD
Otto Schnuff



BAR CHIEF EMERITUS
John Reus

Officers

ALEXANDER BEACH, *President*
RAYMOND F. ALLEN, *Vice President*
F. ALLEN MACOMBER, *Secretary*
MARTIN H. DONAHOE, JR., *Treasurer*

Board of Stewards

JOHN W. REMINGTON
F. ALLEN MACOMBER
J. F. WELLER, JR.
F. DWIGHT SAGE
ALEXANDER BEACH
RAYMOND F. ALLEN
STUART M. FRAME
MARTIN H. DONAHOE, JR.
JOHN H. KITCHEN
THOMAS E. MCFARLAND
MITCHELL PIERSON
OTTO A. SHULTS
SCOTT STEWART, JR.
JOHN W. GATES, JR.
E. C. TRIMBLE
FRED E. MCKELVEY

TEN COMMANDMENTS for Golf Galleries

By GRANTLAND RICE

PLEASE:

1. Do not move or speak when a player is making a shot. Silence is golden, especially at a golf match.

PLEASE:

2. When lining up to watch shots, whether at the tee or through the fairways, dress back in V shape. This will afford you better vision and give the players a wide course for the finish of their shots; thus you will see perfectly, there will be no danger of being hit, nor will the ball be stopped.

PLEASE:

3. Do not stampede for vantage point immediately as the last shot is played. Your anxiety is psychological, and the moment you start to run a thousand others will do the same.

PLEASE:

4. Avoid applause until the last player has holed out.

PLEASE:

5. Walk around greens; never cross them. Ladies should never walk with high heels on the course.

PLEASE:

6. Please do not go through bunkers. Go around them. Footmarks in sand often cost a player dear.

PLEASE:

7. A sight of the pin is necessary to the player for judging distances of approach shots.

PLEASE:

8. Allow players to pass through and reach the next tee; do not forget when following one match that you may be in the way of another—give the players who have no gallery a fair break.

PLEASE:

9. In the course of a match do not accost a player no matter how well you know him. Give him a chance to concentrate on his game.

PLEASE:

10. Always consider the player first. Golf is a gentleman's game and by doing your part you render the players and your neighbor an infinite service.

The Country Club of Rochester is particularly indebted to the members of the Charles L. Rumrill Advertising Agency, and to the Case-Hoyt Corporation. Their splendid cooperation has made possible the production of this Program in record time.

THE PROGRAM COMMITTEE

F. Wm. Gregory, *Chairman*

