PERFECTION

is the only word that describes the latest
PERFECTION GOLF COURSE
SPRINKLERS.

Certain recent changes make it possible to
make the above statement and to go still
farther and claim that Perfictions are in a
class by themselves for:

- Largest coverage.
- Most Even distribution.
- No Flooding near the sprinkler.
- Simplicity of Construction.
- Operating on varying high or low pres-
sures.

If you would like the best and most for your
money, the answer is Perfections.

Ask your dealer or write direct
PERFECTION SPRINKLER CO.
Ann Arbor, Mich.

"WILGRO" BRAND
FERTILIZER

Analysis 5-10-5 • Total Plant Food 20%
A combination of organic and chemical
plant food materials for the development
of strong, healthy greens and fairways.

A PRODUCT OF

Fertilizer Division • CHICAGO
A few dealer franchises available

Yours is a club or course they tell their
friends about if there is a ball washer at
every tee, clean towels, tee markers moved
every day, benches in shady spots, well-
placed drinking fountains or wells, bottles
and papers kept cleared away. People
notice flowers in beds in unlikely spots,
and here and there birds from a house you
built singing out a cheery greeting.

When you meet a member who wants to
talk turf, give him the works. You can
develop of these people "walkie talkies" for
your program, salesmen for your pro-
gram.

The great improvements that have been
made in turf maintenance has much to do
with the low scores of the playing pros
today.

As golf courses have improved so has
the number of people who are finding that
golf is fun. It is your salesmanship mak-
ing your ideas STICK, showing results on
the course that makes Golf in America
what it is today—big business, and you are
Mr. Greenkeeper, Golf's Great Salesman.

ST. LOUIS CC BUSY WITH
OPEN PRELIMINARIES

An intensive program to stiffen and im-
prove the St. Louis CC course, scene of the
47th Annual Open Championship of the
USGA June 12, 13, 14, is under way. This
is the first time that the open champion-
ship has been played here. The last major
tournament held at St. Louis was the Na-
tional Amateur championship at the same
club in 1921.

Season tickets went on sale about the
middle of April, and most of the important
department stores, athletic firms, and
men's and women's shops are planning win-
dow displays publicizing the tourney. Many
intend to use tie-in advertising to promote
an outstanding civic affair and one of the
most important sports events to be held
here.

Sponsors of the tournament, led by
Samuel D. Conant, general committee
chairman who was instrumental in obtain-
ing the Open for St. Louis, have organized
an exploitation campaign which will leave no one in St. Louis and a 300-mile radius in doubt as to the location of the affair. It is planned to use billboards, posters, descriptive package inserts, as well as press and radio to publicize the event.

The most important change at the course has been completed at the No. 5 hole where an entirely new green was installed, replacing the original blind hole set in the bottom of a bowl. The hole is 40 yards longer, increasing its length to 545 yards. Other improvements include the building of four new tees at Nos. 9, 14, 16 and 18, thus adding 118 yds. for total yardage of 6532.

Paul B. Jamison, Jr., chairman of the course committee and a former member of the Yale golf team which competed against Oxford and Cambridge, believes that the par 71 course will be the scene of a new Open record. He writes:

"An analysis of the course will show that there is a great premium on accuracy, rather than length. A player hitting his shots well, will be rewarded, but plenty of trouble awaits those who stray off the fairways. There is no such thing as hooking or slicing into a good lie on another fairway. There just aren't any parallel fairways.

"Attention should be drawn to the great par 3 holes on the course. There are 5 of them instead of the usual 4, and each one is beautifully designed and requires well-played, accurate shooting. This would seem to favor the great iron players.

"Another interesting fact is that particular care must be taken in playing the first 4 holes. An extra amount of accuracy is needed here, especially on 2, 3 and 4. This, coupled with the fact that the player may not be thoroughly warmed up, or may be nervous, can cause a very bad start.

"Many players will reach the fifth tee wishing they could start over again. The player who shoots par or better in the first four for all four rounds will win the championship, I believe."

The No. 4 hole is designed after the No. 17 or "road hole" of St. Andrews. The St. Louis CC pro is Alex S. Ayton.