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

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ST. LOUIS CC BUSY WITH OPEN PRELIMINARIES

An intensive program to stiffen and improve 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 championship has been played here. The last major tournament held at St. Louis was the National 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 window 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 obtaining the Open for St. Louis, have organized

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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.

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