

Front Cover: View of the Championship course at Iowa State College, Ames, taken from No. 10 tee. The NCAA Championship won by Tar Heel Harvie Ward was played here June 27 to July 2. Course designed by Perry Maxwell and completed in 1934 will be the scene of the U. S. Junior Chamber of Commerce National Junior event Aug. 8-13 in 1950.

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National Open Publicity Sets New Standard

Mark Cox, assisted by Jim Butz, Harold Dorrance, Tom King, Audrey Thornburg and Lois Hayhurst, handled publicity for the 49th National Open in a way that set an improved and helpful standard for all golf tournament publicity. Medinah officials worked cordially and intelligently with the publicity men in caring for writers and photographers as gracious and helpful hosts. Transportation from Chicago's Loop far out to Medinah and back was a big problem but was handled by bus service far better than many expected. Medinah officials blasted Jimmy Powers' observation that the USGA often awarded the Open to the clubs having the hottest press stys and the coldest . . . s as officials.

Press room was set up in the ballroom. Due to Medinah's No. 3 ninth green being far from clubhouse detail of out nines wasn't available until players finished and were in the lockerrooms for interviews. Board figures might have been somewhat bolder for the older writers but were plain enough.

Score transcription for writers was made easy by the Cox staff which speedily supplied hole-by-hole scores of the leaders after the completion of each round and scores by out and in rounds of the entire field. This made filing and reference easy for the reporters.

For the first time at a golf tournament writers were given box score data on contestants. This information consisted of scores by rounds, pars, birdies, bogies,

putts, missed greens, and shots made into traps and into rough. This data made it possible to give readers the same sort of informative detail baseball, racing and football fans get in box scores. For instance, the box score on Middlecoff's second round 67 was 10 pars, 6 birdies, 2 bogies, 30 putts, 2 missed greens, 3 traps and 2 rough.

The box score data was secured from players after they had completed their rounds. This was tedious for the players and the publicity staff, but the players cooperated in fine shape, as they did with photographers at the many practice areas available near the Medinah clubhouse.

What should be done in making this box score information standard at every major tournament is for the scorers to have an additional small form for keeping the data, hole by hole. It is something the Championship committee of the USGA will consider. M. G. (Scotty) Fessenden, pres. Western GA, says the Western is going to adopt the idea and the PGA Tournament bureau is thinking about making the box score standard practice as the one major improvement in golf score reporting that has been introduced since the game got into print.

Preliminary publicity and background information on the Open was handled better than similar material on any other golf event ever was prepared and supplied.

Publicity on the Medinah affair definitely was responsible for a gate that probably came close to Canterbury's record gate for the 1946 National Open, despite Medinah's rather remote location west of Chicago.