

Casper Pro's Newsletter Touches All the Greens

One of the reasons why Joe Moriarty, professional at the Casper (Wyo.) CC, has established a reputation for being an excellent promotor is the sprightly newsletter that he sends periodically to his players. Called "Let's Talk Golf," it goes out in the off-season as well as when play is heaviest.

In a recent edition, Moriarity introduced his new assistant, Jack Brooks, Jr., who comes to Casper by the way of one of the famous collegiate golf incubators, North Texas State. Young Brooks, Joe pointed out, not only has built up quite a reputation in collegiate and amateur circles, but what should make members happy, he excels as a teacher. Jack is more intent on becoming a top club pro than a leading circuit player.

In his letters, Moriarity, by indirection as much as anything else, lets his members know that he is in business, hopes to sell them all kinds of equipment and golf merchandise and suggests that his lesson service can enable them to play golf better than even they think they can. Joe handles the typewriter cleverly enough to avoid any suggestion of pressure selling, but that certainly doesn't mean that subtle hints are omitted. What makes his letters even more interesting is that he tries to hit all the greens so far as golf news in general is concerned.

The Brooks letter, incidentally, was one that would win the applause of any supt. In it, Moriarity called attention to a job that Cliff Wicker, Casper's greenmaster, carried on all winter. He regularly watered the course and by the time the crocuses raised their heads, fairways and greens were taking on an inviting hue.

USGA Again Holds Local and Sectional Qualifying for Open

Seventy-four qualifying competitions will determine the field of 150 for the 61st USGA Open to be played at Oakland Hills CC, Birmingham, Mich., June 15-17.

Qualifying will again be divided into two parts — local and sectional with each trial being over 36 holes. Local qualifying at 61 courses will be held May 19, 22 and 23. Sectional qualifying is slated for 13 locations on June 5 or 6.

Following local qualifying, the field will be reduced to about 20 per cent of



Carl Watkins (r), pro at Palm Aire CC, Palm Beach, Fla., and associated with Obitz and Farley, pro shop impresarios, recently presented a lifetime Palm Aire membership to Mickey Vernon, mgr. of the new Washington Senators.

total entries, excluding players who are exempt. The 150 who will compete at Oakland Hills will include exempt players and those who survive the sectional tests. Total entries in the 1960 Open amounted to 2,453, a record.

\$14,000 for Winner

This year's purse has been pegged at \$60,000 with the winner's share amounting to \$14,000. Every pro who goes the 72-hole distance will receive at least \$250 and every amateur who goes the route will be awarded a gold medal.

Prize money in the 13 sectional tests has been increased from \$100 to \$600. The lowest scoring pro in each section will receive \$300, with \$200 and \$100 going to the second- and third ranking pros. Total sectional prize money will amount to \$7,800.

Seven categories of players will be exempt from all qualifying tests. These include the last five Open champions; the 1960 Amateur champion; the 1960 British Open and British Amateur champions; Al Watrous, head pro at Oakland Hills; the low 10 men in the 1960 Open (ties included). Nine categories of players are exempted from local qualifying.

Bernard H. Ridder, Jr., St. Paul, is chmn. of the USGA Championship committee and Judge John P. O'Hara is general chmn. of the Oakland Hills committee.

National Golf Week
May 29-June 6