



INTERSECTIONAL MATCH

Long a fixture in the East, this type of tourney moved west this summer when Kansas and Missouri met . . . Here's how the event was built up

By JIM FOGERTEY

Professional, Sunset CC, St. Louis



Here are views of action on the green and practice tee at the Missouri-Kansas debate. (Above) Two interested spectators at the match were old pros, Fred Clarkson and Jim Cockburn.

Last November, at the PGA annual meeting, Ron Fogler of Manhattan (Kans.) CC, president of the Midwest section, and myself, as president of the eastern Missouri section, initiated the idea of an intersectional team match.

We felt that an event of this type, involving the top professional and amateur players from the two areas, was needed to further the good relations and competitive spirit between golfers in the two neighboring PGA sections. In addition, the tournament would provide the amateurs and professionals an opportunity to gain competitive experience in preparation for future championships.

Early this year we began laying the groundwork for the match. It was decided to hold the initial event in St. Louis at Sunset CC, where I am pro. We were lucky enough to obtain the co-sponsorship of the Falstaff Brewing Corp. of St. Louis, which agreed to provide a traveling trophy to the winning team and to play host to a cocktail party and dinner that followed the event. The company also agreed to present each man who competed in the event a beer mug as a tournament memento.

It was decided that each Section would qualify 12 Class A PGA professionals,

each of whom would choose the best amateur from his club as his partner. Entry fee for the event was set at \$25 per man. A total of \$100 was taken from the sum for operating expenses. The remainder was put in the prize purse to be distributed to the winning teams and low individual scorers.

On May 24 a letter was sent to the section members advising them of the method of qualifying for the event. We followed this up on June 4 with a news release about the Match. The story was sent to all St. Louis and area newspapers, radio and TV stations.

Combined Qualifying

Qualifying for the Eastern Missouri section team was held at 36 holes and was played in conjunction with the qualifying rounds for the national PGA Championship. The low 12 Class A members were named to the team, with the next two low scorers as first and second alternates.

The only two Class A professionals from our section who did not compete in the trials were Dave Douglas, who could not play because of a bad back, and the writer, whose duties at his club were too great for him to be away on that day.

On July 1 we released to the newspapers in the St. Louis and Kansas City areas a story which contained the names of the 24 professionals who would compete in the three-point Nassau Match. On July 17 another story was released. It carried a list of the professionals and their amateur partners. At that same time, a postcard was sent to every head professional in the Eastern Missouri Section asking him to let his club members know about the event and that the public could attend at no charge.

More Publicity

On the Friday before the match, the groupings and starting times for the tournament were released to the press, radio and television in the two areas, and a copy was sent to each of the participating pros. By that time, our mailing list of news media in the two areas had grown to 40 names.

At the last moment, the Midwest section asked if it could bring a 13th team, and the Eastern Missouri Section quickly called upon its first alternate and his amateur partner. This addition raised the total prize purse to \$1,200.

All of the news media in the St. Louis area gave the event tremendous support. The newspapers used each of our news releases, as did many of the radio and



Construction work is now going on on an 18-hole course on the tip of Fripp Island (due east of Beaufort, S.C.) where building lots are selling at \$100 a front foot in the beach area. The dark areas seen in the foreground are lagoons that have been built in connection with the course. George W. Cobb, Greenville, S.C. architect, is designer and builder of the Fripp Island course. Cobb recently completed Sea Pines on Hilton Head, which is about 20 miles south of Fripp Island, and has been commissioned to build a course for Port Royal Plantation GC, at the other end of Hilton Head.

television stations. I appeared on TV one morning and was heard on radio twice — each time discussing the match and inviting the public to attend.

Tony Henschel, VP of our section, was on radio with one of our chapter members, Bob Richardson, who does a weekly golf show over a local station. Bob also talked about the match on his weekly Sunday morning shows and called in results of the event to his station during the day of the tournament.

Caddies Lined Up

Since the tournament was to be held on a Monday, the day the club is normally closed, it was necessary to make arrangements for our best caddies to be on hand. They were also asked to be there on Sunday, when most of the Midwest teams would arrive, in order to caddie for these players during the practice round. It was also necessary to make arrangements with the lockerroom attendant to be on hand early the morning of the tournament to see that lockers were assigned to the players.

The bar in the men's locker room was to be open — so an attendant for this facility had to be arranged for. To take care of the players, caddies and gallery

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Intersectional Match

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during the tournament, we made arrangements to serve Falstaff beer, soft drinks and hot sandwiches through the back room of the pro shop.

Our car man was also on hand to bring the cars up in the morning, service them if necessary during the day, and to take them back in the evening and get them ready for the following day. We made cars available to members of the press, radio and television at no charge. The person's name and his newspaper or station name were attached to the front of his golf car.

One Small Detail

One very small detail, which could have easily been overlooked and might have caused serious complications, was the posting of a responsible boy on the bridge which crosses a grass gully between the No. 17 tee and No. 17 green.

He carried a sign which read: "No One May Use This Bridge Except Players and Caddies". This was essential to provide protection to the club in the case of an accident on the bridge.

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and gallery, we placed a large scoreboard behind the first tee. The name of each player was printed in large block letters on the scoresheets and a summary sheet for team points was placed in the center. A running account of the scores and points won recorded. The scoreboard — a thing of beauty — was designed by Nan Ryan, the wife of my assistant, Chuck Ryan.

On the day of the tournament, my "crew" arrived at the course at 7:30 a.m. in order to get everything in readiness. The large scoreboard was set up and the scoresheets and summary were tacked to it. A table, covered by a white tablecloth, was placed on the first tee. All of the 29 golf cars were brought up from the car building which is some 200 yards from the clubhouse.

At 10:00, the first group teed off and the tournament was underway. Several hundred fans watched the event — a fairly good turnout for a Monday event in St. Louis. Each of the gallery and players was given a mimeographed sheet which carried pairings, money breakdown and yardage and par for the Sunset course.

It's A Draw!

The lead bounced back and forth between the sections throughout the day. Then, in an almost unbelievable finish, the two sections tied at 19½ points each. As a result, each team will keep the Falstaff Traveling Trophy — a gold beer case engraved with the names of each member of both teams — for six months.

Bob Stone of Junction City, Kan., finished with a 69 for low professional honors and Bob Cochran of St. Louis came in with an identical three-under-par score to lead the amateurs.

At the cocktail party and dinner which followed the match, each of the 52 men who had competed were presented with a gold beer mug. The dinner speeches, held to a minimum, gave an indication of the success of the event:

"This is the finest golf event I have ever attended," said Warren Matthews of Falstaff. "We stayed below our budget and all the publicity we received more than paid for our participation."

According to Bob Burnes, sports editor of the St. Louis Globe-Democrat: "This is a wonderful public relations job for professional and amateur golfers."

So successful was the initial intersectional team match that a similar tournament is being planned for 1964 in the Kansas City area.



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