

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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