

(ROLL FILM)

THE FIRST DAY OF THE SAM SNEAD GOLF FESTIVAL AT WHITE SULPHUR SPRINGS IS HISTORY, AND THE TOURNEY'S NAMESAKE HAS COME THROUGH.

(TAKE FILM)

HOST PRO SAM SNEAD, A FAMILIAR FIXTURE AT THE GREENBRIER, QUICKLY TOOK COMMAND ON HIS HOME COURSE, SHOOTING A FIVE UNDER PAR 65., TO TAKE THE EARLY LEAD..AMONG THE OTHER BIG NAMES: GARY PLAYER, GOLF'S TOP MONEY WINNER, AND DAVE MARR. BOB WATSON--NOT SEEN HERE--SHOT A 67 FOR SECOND PLACE, AND PLAYER TIED WITH MIKE HOMA AND GENE THOMPSON AT 68 FOR THIRD PLACE.

AND THE PRIDE OF PENNSYLVANIA--ARNOLD PALMER, TEED OFF FOR THE FIRST ROUND. PLAMER, CURRENTLY NUMBER TWO MONEY WINNER IN GOLF--SHOT A PAR 70 IN THE EARLY ACTION. 71 GOLFERS TEED OFF IN THE 72 HOLE

SAM SNEAD FESTIVAL TODAY, IN SPIRT OF DARK SKIES, MUD AND RAIN AT THE GREENBRIER. GOLF ACTION IN THE SAM SNEAD FESTIVAL WILL CONTINUE TOMORROW.

A LARGE GALLERY WATCHED TODAY'S ACTION, AND UMBRELLAS AND RAINCOATS WERE THE ORDER OF THE DAY.. (LIVE ON)