

Smart Promotion Makes Tournament Pay

GEORGE LAKE, pro at Long Beach (Calif.) Recreation Park GC, engineered the 1941 Southern California PGA championship at the Long Beach municipal course in a way that will give other boys some tips on how to profitably conduct a regional PGA event.

Lake is a good promoter of golf as a public recreation feature. He's had youngster and adult free class lessons at the Recreation course since he started and followed up the pioneering program of Larry Gleason effectively. He has coached high school golf teams that have won the Southern California championship 12 of the past 13 years. Lake also is one of the spark plugs of the free adult clinic pros in his locality are conducting at driving ranges. This clinic is in its second highly successful year.

The SC PGA championship hadn't been at Virginia Beach for 10 years. It was wanted as an example of the city's municipal golf course management's alertness in giving the local public a thorough program of first class golf. George put up the \$500 prize money himself.

Fay Coleman, Bud Oakley (eventual winner of the SC PGA), Howard Schmidt and George put on an exhibition the afternoon prior to the tournament's qualifying round. The three guest pros stayed for the Long Beach Men's Club dinner meeting where they were introduced. After the dinner the boys went to the first tee which George had lighted, and put on a shotmaking demonstration attended by about 300.

After the demonstration the crowd moved into the clubhouse where the pros answered questions. Many season tickets were sold for the championship to the clubhouse crowd. Ticket stubs gave holders an opportunity to cash in on golf balls and a set of clubs as a bonus.

The ticket for Friday, Saturday and Sunday play was only 85 cents. That low price involved taking a chance. You've got to sell a bunch of them to get off the nut on the prize money. But as a golf popularizing stunt the low price succeeded. George got his guarantee back and a bit more.

Another entertainment stunt was used with success in the clubhouse session. Lake asked questions about the rules of golf and about past performances. Golf balls were given for correct answers. This went over so well George plans to use it several times a year as an entertainment feature.

Group instruction classes were held at local driving ranges the Tuesday before and the Thursday after the championship. Ten pros teamed in conducting this affair. About 100 people took the lessons and a gallery of about 500 watched. Each class was followed by a demonstration by the pros. This affair developed considerable private lesson and club sales business for the pros.

With the help of Perry Ferguson, Recreation Park course manager, and of the Men's and Women's clubs at the Park, George was able to run the tournament



"Golfer, ahoy!" shouts this first-class yeoman as he tees off, abandoning the familiar "Fore!" He's playing at the U. S. Naval Training Station's Sail-Ho golf course in San Diego, Calif. Bags and clubs and playing privileges are all free to enlisted men at this course, where Mike Vesock is course manager.

at minimum expense. Advertising in the program netted a profit although rates were low; only \$7.50 for a ¼ page, the largest unit of space sold. The program sold for a dime.

Members handled policing, scoring and ticket sales. The tournament was so interesting and successful the members of the Long Beach municipal course club have agreed to underwrite it next year.

In addition to the operation of the tournament in black ink it was a very successful event in adding to well publicized reputation of Recreation Park as "The Public Course With the Friendly Atmosphere."

Hawaii's New Hanakekua Course Is Beauty Spot

IF HAWAII'S new and beautiful 9-hole course lives up to its name it should be a great place for men concerned with the business end of golf, as well as for the hackers.

The new 2,470 yard course is called Hanakekua, meaning "work of the Lord." It is on the site of an old missionary home.

A. D. (Doug) Monro who formerly operated a practice course at Molokai was one of the moving spirits of the new club and is its manager.

Highlights of Hanakekua's development are given by Dick Faris in the magazine Hawaii. Dick tells:

"Frustrated by the total lack of public recreational facilities on Molokai, where not even a public beach is available, the committee, headed by Wilson N. Jacobson, began organization of the club nine months ago.

"Surmounting financial and land problems in rapid order, Senator George P. Cooke was induced to make arrangements for his Molokai Ranch to turn over 50 acres of its finest pasture land on a ten-year, dollar a year rental basis, and an additional donation of \$1,000 for a clubhouse; Libby McNeill & Libby and California Packing Corp. contributed \$500 each; and a satisfactory membership list was subscribed.

"Three months of labor on the fertile pastures by Calpack men and material levelled rough spots, built up greens, mowed fairways and cleared courses through giant ironwood and cypress forests. Lush grass pastures easily shaped

into fairways under the manicuring process, natural contour greens were marked, and clumps of forest hemmed fairways with tricky hazards. Permanent greens of finest top carpeting now mushroom beside the temporary installations. Nightly rains and heavy dew provide sufficient moisture for perpetual greenness.

"Cool trades sweep the 1,300-foot elevation from mountains to the East. A pause on any fairway commands a view of Maunaloa mountain in West Molokai, and two coastlines separated by the 20,000-acre richly fertile plain of Hoolehua, offering a stunning pattern of Hoolehua homestead farms outlined in the vivid red dirt, green crops and brightly painted roof tops far below. Spiraling fields of contour planted pineapples extend geometrically in wedges almost to the sea.

"An Hawaiian-styled clubhouse on a hill-top with lounge, locker-rooms and canteen bares a glassy front to the widest sweep of the view.

"Wilson Jacobson became Hanakekua's first president, serving with Frank N. Kinnison, John W. Hoxie, Kenneth Auld, J. E. Milligan, Charles Meyer, Melville O. McGuire, George A. Will, James M. Hill, H. F. Cowan and Charles Kawano as officers and directors.

"An initiation fee of \$25 was receptive, and \$3 monthly dues complete all greens fees and assessments for full membership. An associate membership is secured by payment of \$25 and small greens fees."

Greensmen Face Another Tough Test

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in line. On many other requirements the policy enforced is to order and hope for delivery. The condition has focussed golf club attention on equipment requirements as never before.

Considerable filling in of unnecessary traps has been ticketed by clubs for fall and winter work. Clubs have been reminded that this work, too, costs money.

Dependent, of course, on weather, winter sports programs at the northern clubs seem due for emphasis. This will mean winter work for whatever men of the crew can be retained. Other work is planned to keep them on, should winter sports be ruled out by adverse weather.

And on the subject of weather, the greenkeeper and committeemen are, as customary, trusting to prayer but budgeting to fight the weather in case the prayers are unanswered.