

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.