

Powerful Ad Campaign Draws Record Crowds to May Show

HEAVIEST advertising campaign ever put to work for a golf tournament was that run by George S. May & Co. for the All-American tournaments at Tam O'Shanter CC at Chicago. Radio, newspaper, magazine and outdoor advertising required an expense of \$40,111.25 for space and time.

Heres' how the advertising budget was allocated:

Broadcasting	\$13,907.10
Transportation Ads.	666.18
Outdoor Advertising	2,607.20
Chicago Newspapers—Pages	10,130.72
Newspapers—Tournament Schedule	4,806.00
Suburban and Community Newspapers	383.75
Special Magazines and Programs	7,610.30
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	\$40,111.25

Bill Stern broadcast a half hour over NBC nationally, and on a Chicago outlet, from the scoreboard and the radio booth in the grandstand. Johnny Neblett was interviewer in the television broadcasts. The national broadcast went Thursday to Sunday inclusive. Announcers with pack sets reported from the course and were tied into the programs.

As guests on various national and local sponsored programs, during the tournament, there appeared Betty Hicks, Dick Metz, George S. May, Lloyd Mangrum,

Byron Nelson, George Lowe and others. There were more than a dozen quarter hour programs and 4 half hour broadcasts about the event.

The transportation advertising consisted of 3-sheet posters at 20 L stations in Chicago's Loop, 16 in. by 48 in. brightly printed cards over the doors of all Rapid Transit Line cars in Chicago and over cars of 5 suburban railroad lines serving Chicago. The cards appeared July 14-20.

At 160 locations large billboards were used.

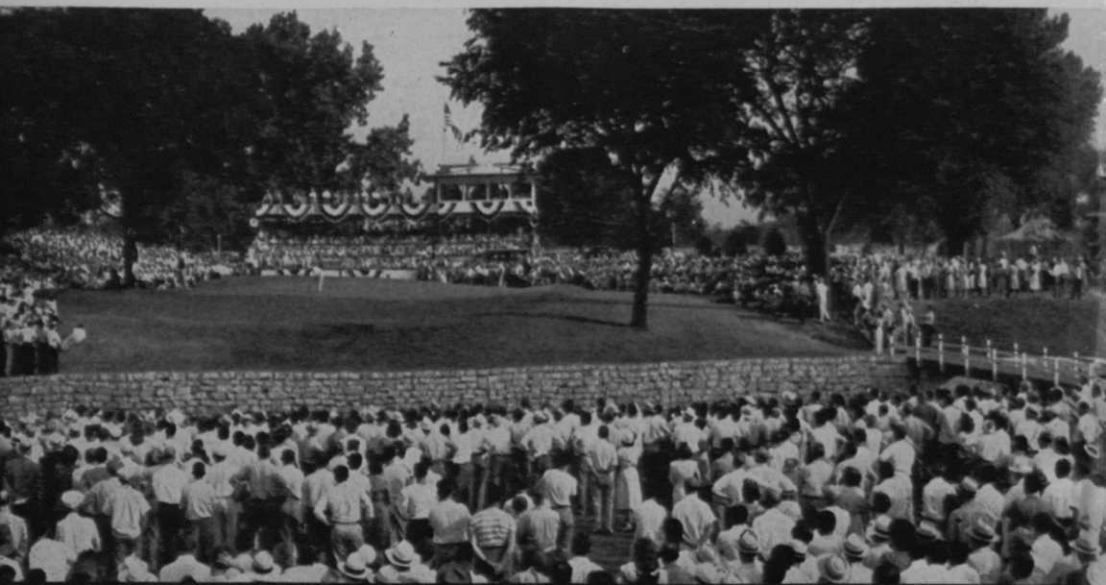
Full page ads appeared in each of the Chicago newspapers, with the papers being given option of running the ads July 22 or 23, before the tournament. The entire week of the tournament a one column 50 in. ad appeared in the sports section, amusement section and main newspaper section of all Chicago metropolitan newspapers. A 2 column 150 line ad appeared once in each of 39 neighborhood and suburban papers in the Chicago areas.

Full page ads appeared in 16 magazines and programs.

Insurance Coverage Extensive

The club was protected with the following insurance: Insurance against loss by fire, theft, etc. of property in the locker room, pro shop, etc. of personal effects owned by the contestants, executives and

One of the All-American galleries at "Tam" on Saturday. Crowds were bigger on Sunday.





George May pins number on Sam Snead.

officials of the tournament up to \$10,000 total protection with limits of \$300 for any one person. This policy did not cover money, nor did it cover personal property of members of the club. There also was coverage on personal effects stolen from parked cars up to \$500 per car.

Protection was provided against the club's legal liability for theft of automobiles from the various parking spaces. The club also was protected against legal liability for damage to the cars resulting from riot, civil commotion, malicious mis-

chief or vandalism on any damage in excess of \$25.00.

The club was protected against all general liability for injuries or deaths to third persons during the tournament with limits of \$100,000 for any one person and \$200,000 for any one accident involving more than one person. The club was protected for property damage losses up to \$1,000.

Inside and outside burglary and hold-up insurance for the club was increased to \$10,000.

The club has rain insurance, which would have paid \$10,000 in the event of one-tenth of an inch of rainfall on Saturday, July 27 between 10:00 A.M. and 1:00 P.M. It was protected in the amount of \$20,000 against one-twentieth of an inch of rainfall on Sunday, July 28 between the hours of 10:00 A.M. and 1:00 P.M.

Arrangements were made for a first aid tent and ambulance and for a doctor, who was present from 9:00 A.M. to 6:00 or 6:30 P.M., July 25, 26, 27 and 28. This doctor was prepared to take care of all ordinary accidents and in the event of serious injury, the injured be taken to the Swedish Covenant Hospital.

Stickers were put on cabs that were available at the L station nearest Tam O'Shanter. A flat rate of 50 cents was charged for the ride between the station and the club. Arrangements were made with men's stores for window displays on the tournament.

Longer School Golf Season

This spring there was more golf instruction in high schools and colleges than during any year. Students showed keen interest in learning the game. Finals of the instruction program often featured outdoor demonstrations by students and instructors. Annual field day of Olney high school at Philadelphia had 3000 students and their parents watching a golf demonstration by pro Jimmy Dangelo, who taught at the school during the spring, and an approaching contest by star students. Principal Andrew J. Haines of Olney said response of students and observation of faculty plainly indicated golf as a logical answer to physical education department of getting extensive participation of students in sports.

Inquiries received by GOLFDOM forecast considerable golf instruction at schools and colleges during the forthcoming fall and winter, seasons previously seldom showing much activity in golf at northern and central institutions.

According to physical education department heads and pros there's been a tremendous increase in golf interest among

young women. It's realized by the smart lassies that golf is a game the most desirable boys are playing, and it's a game that a girl can play along with the lads if she really knows how to swing a club.

