

'ON THE ROAD'

Mar 23-29, 1975

interesting (1 e4 e5 2 Nf3 Nc6 3 Bc4 Bc5 4 d3 d6 5 Nc3 Nf6 6 Be3 Bd6! 7 Qd2 Be6 8 Bb3! Qd7 9 0-0-0 0-0-0 10 Rhel Rhe8) and easy-to-follow general principles were packed into his lecture.

12. Acers' method of opening an exhibition is the best Miller has ever seen. "He enters, acknowledges and thanks the local promoter or warden responsible for the exhibition and simply blasts out a powerful one or two game lecture

with great enthusiasm. He builds his audiences to a peak interest and self-confidence and exerts a tremendous power, a kind of chess showmanship. I recommend a 20-minute lecture, but have seen Acers do one that lasted two hours with a paalyzing grip on listeners. Again, I emphasize that Acers just pours it on non-stop while the audience has fun."

13. If you get an idea to promote an exhibition, try it. Many of my best ideas seemed absurd at first.

14. The most agreeable, easily booked exhibitions are the ones done by players with a lot of experience in this type of show each year. In the United States these masters are Walter Browne, Arthur Bisguier, Lubomir Kavalek and Jude Acers. Others sometimes available are Larry Evans, William Lombardy and William Addison. Svetozar Gligoric is among the best foreign exhibitors. He WILL lecture, but you must request it specially.

15. Advance booking of exhibi-

tions should be at least six weeks ahead of time for best effect.

16. Remember: Absolute beginners must know that they are welcome, particularly children, or your exhibition si a failure before it even begins, and don't forget the senior citizens.

17. A handwritten (!) note on legal size paper after the exhibition reporting the successful event does wonders when dropped under the door or in the mailbox of the local newspaper. We even did this on prison and hospital exhibitions. These reports were invariably used right afterward. They should always include local chess club information or at least the name and address of the nearest USCF member.

18. If you have special problems in promotion, make it a special point to write R.W. Miller, President, Washington Chess Federation, P.O. Box 1631, Yakima, WA 98907. We'll both go to work on your area immediately. WE ARE PARTICULARLY INTERESTED IN PRISONS AND HOSPITALS (freel), as well as large fee exhibitions at shopping center throughout the nation. (We may not be perfect, but we have a great record, so far!)

19. The cardinal rule is: "When in doubt, do it yourself!" All housing, meeting the exhibitor at airline terminals, fees and other arrangements should be totally handled by local organizers. The effect of a successful exhibition and lecture can be stunning and lasts for many years in the minds of young and old alike. One fellow on my 1971 tour told me of a game he played 10-15 years before in a simultaneous against Samuel Reshevsky.

20. We find that publicizing of a chess master is much easier if he does at least one prison or

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hospital freebee as well. And, of course, the reception of a master and key organizer at a prison is always one of great appreciation.

For players:

- 1. Know about Addison, Kaplan, Fischer, Evans, Tarjan, Browne, Rogoff, Koltanowski, Smith.
- 2. Keep an eye out for the ladies.
- 3. Be a ham; knock those kiddies and the 65-year-old ladies in the isles.
- 4. Don't be discouraged. Some things go wrong.
- 5. Lecture and demo board: Full power and prepared. Come on like gangbusters, popping Walkter Browne and Fischer whenever you can. Anecdotes left and

right are great. In prisons, walk in like you own the place and pour out enthusiasm.

- 6. Keep it moving.
- 7. If you can't say something nice about somebody, don't, etc.
- 8. Fischer comments ar a must. Critical evaluation instead of hero orship.
- 9. Objectivity on the demo board.
- 10. Must give to get: FREEBEES.
- 11. John Grefe (quiet, nice, deadly simultaneous player); Arthur Bisguier (All-American good guy); Ken Smith (Catch him on the run.); Walter Browne (likes to get paid but nice when pressed); John Hall (the nation's most dangerous dark orse, personable, willing to help,

underrated, definitely plays at senior master level, can be reached at "Chess Digest"); James Targan (quiet joker, terrific talent and knowledge).

- 12. Be as nice as humanly possible. Thank you, Gligoric.
- 13. Kibitzers are part of the game.
- 14. Passes avoided.
- 15. Newspapers, media people are important, high schools, PTA, prisons, clubs bookings.

And now it is almost over: 82 cities in eight months. Somehow, it was priceless, wonderful. I operate best on the move. For something to think about when there was nothing to think about (in places like that horrible Pasco, Washing-

ton train depot, for instance) I wish to mention my very special thanks to Karl Bach, Mary Elain McKenize Suzi Bryan, Cam & Fran, Robert Caradien, "Willard" the New York Rock Ensemble, Mary Anne Jones, Helen Milner, Robert Zuk, Cary G. Debessonet, Karl W. Cavanaugh, Clair "Supper Mommy" Baker, Alfred Hitchcock, Dennis "the hustler" Waterman, Susan "Samantha Beckett" Peterson, Willie Sutton, Bobby Fischer, Ed Edmondson, Burt Hochburg, Houdini, Chuck Berry plus the Rolling Stones. Like all professional chess players, I do not think about Bobby Fischer. I WORRY about him. Like the Jolly Green Giant, he grows a foot in height daily! To critics

and friends alike, my best wishes always,

Jude F. Acers
Trinity College
Hartford, Connecticut
September 29, 1971

Final note: In 1972 Jude Acers appeared in 237 cities in lecture and exhibition appearances. From 82 to 237 in one year. Hmmmmm ...wonder what happened to make the great Acers' tour so successful? With typical modesty your chess editor explains that it may not be entirely caused by his humble, unassuming nature.