

FROM

San Francisco Chronicle

INTER-DEPARTMENT BUSINESS

DATE

12-6-49

Dave Ohman

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INFORMATION
CONFIRMATION
INQUIRY—
ANSWER WANTED

L. S. Fanning

SUBJECT: CHRONICLE CHESS FESTIVAL

Larry -- here's the dope on how The Chronicle Chess Festival went over:

INCOME

| | | |
|-----------------------------------------|--------------|--------------|
| Advance ticket sale | 236 | |
| *(Free: 5 to the Red Cross; 1 misc.) | | \$230.00 |
| Sale at Marines' Club | 78 | |
| *(Free: 2 misc.) | | <u>76.00</u> |
| | TOTAL INCOME | \$306.00 |

EXPENSES**

| | |
|----------------------|-------------------------|
| Marines' Club Rental | \$ 75.00 |
| Wheel Chair Rental | 5.00 |
| PA System Rental | <u>10.00</u> |
| | TOTAL EXPENSES \$ 90.00 |

CASH REMAINING \$216.00

* Some said they sent money, but didn't receive a ticket; we didn't argue.

** Other expenses, such as S.S.O. time, signs and printing were absorbed.

IN GENERAL

The Marines' Club was an excellent spot to hold the event. Facilities were perfect.

It is interesting to see that out of 314 participant tickets distributed, all but 19 showed up. However, 24 of the balance showed but decided against playing Koltanowski. This may well have been because at one time people had to wait up to two hours before they could start their games. The news stories tell the rest: George played 271 persons, winning 251, losing 3, drawing 17.

The attendance was better than George, I or anyone else expected. We put out 1200 spectator tickets, but considerably more showed up. The newspaper figure of 2000 in all is most reasonable. At one time, I tried to make an accurate check and came up with 400 people in a peak hour. The turn-over of people was consistent throughout the day.

The Festival attracted considerable outside interest. I arranged for George to make personal appearances on KSFO and KNBC in advance. KFRG wanted to put him on but we couldn't make their available time. Jim Grady of KCBS did two advance plugs and then devoted an entire 15 minute show Monday telling what took place. KNBC also plugged in advance, in the form of a couple of feature broadcasts. KPIX took movies and were presented over television Tuesday, December 6. The AP picked up the story also.

This guy Koltanowski -- what a terrific individual!

(By the way, we're sending out press releases to the trade publications.)