

Yours CONFIDENTIALLY

San Diego Set-up Lane's Wisdom Neither Can Lose

By John Connolly
Sports Editor

SAN DIEGO, March 31.
—San Diego is really in the Pacific Coast League and Bill Lane is really in San Diego—and how!

A lot of us smart mazurks thought that Lane was bent on financial suicide when he left Los Angeles and unfurled his tent down here.

Not that San Diego isn't a real city, and a fast growing one, but the "hard-rock miner," for reasons best known to himself, swapped a metropolitan area with a population of approximately 2 millions to add a three-hour ride to



BILL LANE
Proves Wisdom

the length of the Coast circuit.

And from what I have learned, Lane, in making this move, at least proved that he knows his way around and perhaps is no more foolish than the proverbial fox.

The setup as I gather it from contact with various folks and ensemble of fact, is that San Diego can't lose and Bill Lane can't lose.

As a matter of fact, it is quite probable they both will make money.

City Has Ball Park— And Gains Much

Take the case of San Diego first. It now has an up to date baseball park—something which it and every other city needs, and except for the want of which in many communities, baseball would still be tops in the minds, hearts and habits of a majority of people.

The erection of this park has given gainful employment to several hundred men. It is an ornamental improvement on the attractive waterfront and at the foot of the city's main business drag.

The fact that San Diego is in the Coast League and in the great family of class AA cities has resulted in much and legitimate pub-

licity, and will continue to do so as long as the city adequately supports its baseball club.

And in getting a Coast League club San Diego has realized its dream of more than fifteen years.

Lane Park for More Than Just Baseball

Two years before Lane moved his club from Salt Lake City, San Diego wanted to call the club its own, but at that time no adequate park was available, and it was not until a bill was put through the Legislature that the present park could be erected.

Seems that Uncle Sam donated the present ball park site to the city and as a result the property could not be leased for other than municipal purposes.

Now that has all happened, and Bill Lane, after a ten-year stop-over in Los Angeles, is here with his baseball club, San Diego's dream has been finally realized.

There is what seems to be perfect cooperation here and both Lane and the City of San Diego should benefit.

So much for the border city—now to show some of the benefits that are heading in the general direction of Bill Lane.

Bill Lane Proves Wisdom

Bill has a very light rental. In addition to the Coast League games played here, the hardrock miner has scheduled 24 football games, all booked after the close of the season. These games drew between six and ten thousand fans last season.

Then there is a big outdoor boxing spot already billed for Lane Park on

July 4, and there also will be an outdoor wrestling match which will rank around tops.

Also:

Lane owns the concessions not only for the baseball, but the football and all events staged in the park. On the top of that he has sold the advertising space on his fence for more than \$15,000 annually, and has an eight-page scorecard replete with advertising and baseball reading matter that will net him another \$7500. Likewise he has the parking space.

No matter what way you look at it, Lane seems certain to make money and San Diego will gain in the sense of year-round publicity, as well as having an amusement which will add to the enjoyment and civic pride of 194,000 people residing in this section.

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