

Pat Pushes All the Angles

By W. Howard Capps

Markovich's reforms and aggressive work lifts his club into the black

LET me tell you about a pro who has more than made good on his job. He's made his own job better by making the prime object of his performance that of promoting the club he works for.

He's doing a job that will inspire many another young professional. He's modest, as well as busy, so he won't take time out to tell his own story. I will; and I can tell it because I've been the fellow's assistant for 5 years and I know the stuff he's got on the ball.

This pro is Pat Markovich of the Richmond (Calif.) GC.

Pat has one of those pleasing combinations of pleasant appearance and engaging personality plus a bustling nervous energy. He has that rare capacity of being able to undertake several projects at once and give them all attention.

He will frequently roll up his sleeves and work alongside his gardeners, painters, carpenters, and assistants. It is impossible to conceive, without observation, the remarkable cooperation he gets from his help. He makes it a point to explain the reasons and importance of their jobs and, because of this, creates in them a personal and collective interest in their work. They have implicit faith in his honesty, sincerity, and sense of fairness, and are anxious to "dig in" for him.

Shortly after his appointment one year ago as pro-manager-greenkeeper to the Carquinez GC, the membership was awakened and roused by the dynamic Markovich. A new club spirit was instilled by him. At once noticeable was the much more efficient system he provided by rearrangement of the routine



Pros who stay in the north and central states during the winter may take a tip from Henry Cotton who, although charging probably the world's highest fee for golf instruction, had more demand for his tutoring service than he could handle.

Cotton had at his club, Ashridge, an instruction shelter with an open front. In the shelter was a stove that kept the place comfortably warm.

work of the employees. Immediately, he asked for estimates from local contractors on several paving, construction, and clubhouse repair jobs.

A conservative Board of Directors reprimanded Pat for his proposed expenditures, pointing out that the club had been operating in the red for the past nine years and was almost hopelessly in debt. He called their attention to the fact that the community (of some 50,000) could well afford maintenance of a first-class layout, and outlined his promotional campaign. Like everyone else who has come into contact with Pat, they were soon convinced of the soundness of his plan and gave him full leeway for a probationary period.

Geographically, the name of the club was a misleading one, being located 20 miles south of the Carquinez Straits for which it was named. Pat immediately changed the name to the Richmond Golf Club and associated it with the city of Richmond on whose outskirts it is situated.

Gets Press Cooperation

He gained the good will of the press and gained reams of publicity for the place. He joined several clubs and lodges and gave countless lectures on golf in conjunction with movie shorts on the game. The response to his introductory offer of class instruction at a reduced rate proved more than he could handle.

Singlehandedly, he put over a Richmond city golf championship that drew nearly 300 golfers and was commended by the press and public alike for his fine handling of the tourney.

At a general meeting of the club he promoted formation of lively green, social, tournament, handicap, and membership committees. Pat went ahead with all of his originally suggested improvements and has added many others. A firm believer in spending a dollar to make two, his theory is borne out by the fact that in less than a year the club was operating well in the black and the membership had swelled from seventy-odd when he took over the reins to the present 180. The Directors have announced their intention

to "close" the club when 300 members have been secured.

When Pat first represented the club at the meetings of the East Bay Golf Club Conference he saw unbounded possibilities in the organization. His active interest in the Conference led to his recent election to the presidency. He has expanded it to include all professionals, club managers, and officials in this section. It is his belief that a Round Table form of session will give the group a chance to talk over their common problems as well as to promote golf generally. Already he has the group working toward a common handicapping system, a non-conflicting tournament schedule arrangement, and promotional campaign.

Still he finds time for his own professional concessions, his teaching and playing. He had not touched a club for the better part of six weeks when he accepted an invitation to fill out a foursome on a windy afternoon and smashed the course record with a sparkling 66 on a tough and exacting layout. The following month he placed a good third in the California State Open. But for a few missed short ones he might have copped first.

The "name" golfers provide the glamour, but the backbone of the professionals is represented by many Pat Markoviches in the country who are servicing their memberships to the fullest. And the Richmond boy is tops in his line!

Over 7,000 Players in Remote Control Event

THE "Remote Control" tournament, played over 610 golf courses July 27 and sponsored by the Indemnity Insurance Co. of North America, drew score cards from 7,315 contestants. There were 72,000 official scorecards issued. Total number of prizes awarded: 922. Low gross for men was won by Jack Cox at Owensboro (Ky.) CC with a 66, and for women by Kathryn Hemphill at Forest Lake club, Columbia, S. C. with a 75.

Ed Dudley, chairman of the PGA tournament committee, headed the "Remote Control" judging committee. The event probably will become an annual one. It registered very well with the clubs where it was played, inasmuch as it contributed numerous prizes and additional house revenue.



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