

in a non-contact sport, Markovich says. With this in mind the players are given the breaks in cup and tee marker placement—the result being sensationally low scores and large galleries. For instance the first and second Richmond Opens went to Snead and Toney Penna with 278 and 280, respectively. In 1947, however, neither Snead nor Nelson, the principal gate attractions, were available, so Markovich deliberately manipulated conditions to facilitate low scoring.

As a result of this premeditation, George Schoux, the then relatively unknown eventual winner, came in with a 268—a scoring spree unprecedented at Richmond which, while no Pebble Beach or Pine Valley, is far from easy. The gallery, which increased day by day as word of the scoring spread, loved it. The fact that Schoux was a San Francisco boy did not hurt the box office either.

Financial Details

This year's event also has had excellent preliminary help in advertising and ticket sales promotion from showing of the colored motion picture taken of the 1947 Richmond tourney. The financial side of the 1947 tournament in main detail:

Balance on hand 9/1/46	\$ 121.39
Receipts	
Sponsors' badges sold	9,950.00
Entry fees	2,230.00
Tickets daily	6,725.80
Program sales	314.60
Advertising, including radio rights and miscellaneous	802.35
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	\$20,144.14
Expenses	
Professional prizes	\$ 9,999.93
Amateur prizes	375.00
Announcer	150.00
Policing	165.00
Meals for press, scorers and police	394.70
Ticket takers, gardeners, steno and extra help on golf course	413.65
Federal tax on admissions	1,465.00
Colored movie of tournament	458.79
Telephone	101.74
Program	706.38
Printing tickets, badges, etc.	381.01
Sales expenses	150.00
Stakes, ropes and supplies	467.58
Pro amateur tournament	300.00
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	\$15,528.78
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Balance on hand	\$ 4,615.36

In reporting to the sponsors of the 1947 event Watson said it is the feeling of the committee that with "proper" handling more income could be secured from radio rights, program advertising, private clubs

in the area and Calcutta pool. Gross expense of the tournament this year will be increased \$1500 for the pro clinic demonstration the day prior to opening of medal play. A charge of \$1 plus tax will be made for attendance at the clinic when the spectator hasn't got a sponsor's ticket which will admit him free to the demonstration.

Markovich has applied the organizing and business conduct ability that revived the Richmond GC in great shape to establishing a pattern of profit that's all too rare in big money golf tournament promotions. The turnover on the tournament schedule is heavy among clubs that haven't got "angels" that are willing to take a financial licking in return for personal or business publicity that can be charged off on income tax statements.

He, as a home club pro and manager, has prepared for the tournament players a sound business platform that can be used in presenting an Open tournament to a prospective sponsor who doesn't want to lose money in filling gaps between the too few spots on the tournament calendar that are consistently profitable to their sponsors. Markovich and his associates have given the answer to those who hesitate to run tournaments because tournaments mean a lot more work to the sponsors than to the contestants and often a direct financial loss in addition to the cost of time away from business.

Pro golf owes a bow to Pat Markovich.

Joe Devaney, Michigan PGA New President By JOEL BENNETT

Veteran Joe Devaney was elected pres., Michigan PGA, succeeding Frank Sprogell who'd served 8 terms. Emil Beck was elected sec.-treas., succeeding Tommy Shannon who'd served 4 terms. Maurie Wells was elected vp and Sam Byrd was named tournament committee chmn.

Michigan pros competed for \$14,500 state pro and pro-amateur prize money in 1947. Money was divided among 31 prize winners. Buck White won the state open title; state PGA was won by Chick Herbert; Asst. pro was won by Walter Burkemo, Al Watrous' asst. at Oakland Hills; and the veteran Al, teamed with Tommy Sheehan, won the state pro-am. Tom Kawalczak of Grand Rapids won the state PGA caddie senior championship and Al Case of Jackson, the junior title.

New event on 1948 Michigan program will be \$15,000 Motor City Invitation to be played at Meadowbrook. Michigan will be strongly represented with pros on the winter tour, among them being some youngsters who look to be likely candidates for prize money as well as the post-graduate playing training.