

## USGA to Admit "Associate Member Courses"

USGA executive committee recommends an amendment to the association's constitution which will establish an associate membership open to courses that are not controlled by a "regularly" organized club. The recommended amendment will do away with the "Public Links section of the USGA" although the USGA amateur public links tournament will be continued.

The recommended revision, which will be acted on at the USGA 54th annual meeting at Waldorf-Astoria hotel, New York, Jan. 10, substitutes for present Article III of the USGA constitution, the following Article III on Membership:

Section 1. This Association shall be composed of two classes of members, as follows:

(a) Regular Member Clubs.

(b) Associate Member Courses.

Sec. 2. Regular Membership:—

(a) Definition—Regular Membership shall be open to any regularly organized club in the United States. A regularly organized club is a permanent club composed of individual dues-paying members who manage their own affairs through officers and committees whom they select. Such club shall operate permanently at one golf course, but it need not control the course where it plays.

(b) Privileges—Regular Membership shall entitle a club to all privileges of the Association.

(c) Dues—Annual dues for Regular Membership shall be:

(1) Club operating at a course of 18 holes or more—\$35.

(2) Club operating at a course of less than 18 holes—\$20.

Sec. 3. Associate Membership:—

(a) Definition—Associate Membership shall be open to any golf course in the United States which is not controlled by a regularly organized club.

(b) Privileges—Associate Membership shall entitle a course to all privileges of the Association except the following:

(1) The right to vote at meetings of the Association.

(2) Eligibility of the course's patrons for the Association's Amateur and Women's Amateur Championships.

(c) Dues—Annual dues for Associate Membership shall be:

(1) Course of 18 holes or more—\$25.

(2) Course of less than 18 holes—\$15.

Sec. 4. Application:—Application for both classes of membership shall be made on forms provided by the Association and shall be accompanied by such information as the Association's Executive Committee may require. Application shall be accompanied by payment of dues for the current year.

Sec. 5. Election:—An applicant may be elected to membership by a two-thirds vote of all members of the Association's Executive Committee or by a majority vote at any meeting of the Associ-

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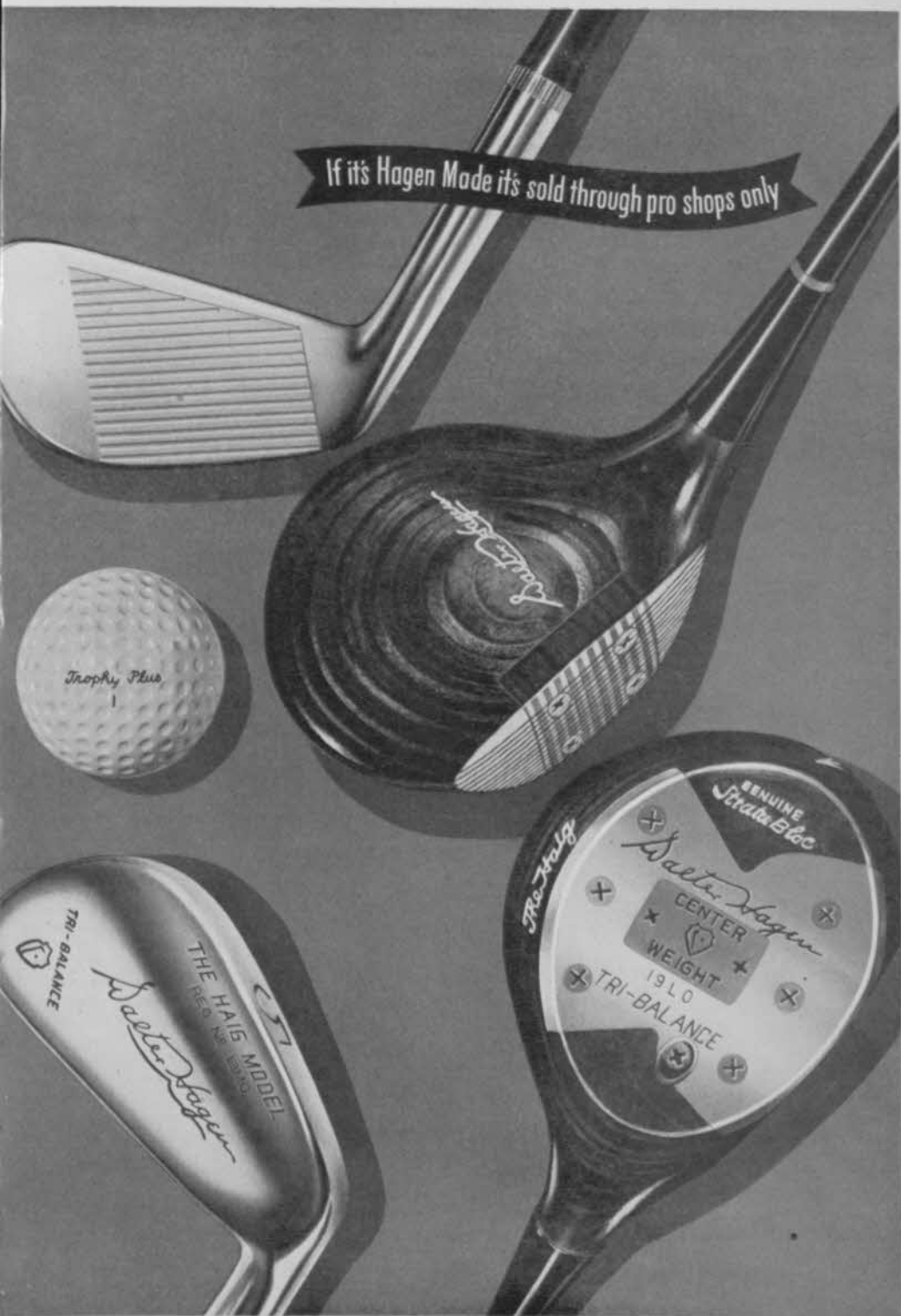
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Louis Fahrenwald, who had been assistant to George Diffenbaugh at Kenwood CC (Washington DC dist.) since 1938, enlisted in the Marines when World War II began. Lou was killed at Guadalcanal, Sept. 14, 1942 when the Marines fought their way ashore.

Diffenbaugh, Maury Fitzgerald, Washington golf writer; and members of Kenwood headed by William M. Briggs, chmn. of the club's golf committee, were active in placing a memorial to young Fahrenwald which was appropriately set near the first tee where Lou acted as starter in addition to handling his other duties.

On a stone base is a bronze plaque bearing the inscription:

In Memory of  
Louis Fahrenwald

The First Professional Golfer Killed in World War II  
Died Guadalcanal September 14, 1942.

ation. An applicant shall agree that its application is subject to approval or rejection at the discretion of the Executive Committee or of the Association.

Sec. 6. Dues, General:—Annual dues for both classes of membership shall be payable on January 1. Dues shall not be pro-rated for any part of a year. However, dues for the current year shall be waived in the case of a new application effective after October 15 of such year provided that dues for the next year accompany the application.

**PASADENA MUNY RECORD**—New record was made in fiscal year ending Sept. 22, 1947 at Pasadena, Calif. Brookside park 18- and 9-hole courses. The two courses handled 169,033 players which was almost 15,000 more than previous year. The 18-hole course had 96,883 rounds and the 9-hole course 72,150 rounds. Total income last year was \$165,026.63 of which \$126,417.95 was green fees. Largest other item of revenue was \$14,503 from rental of 250 Tag-a-long golf carts at 25 cents a round.

## Courses to be Lighted for Night Play

Springs Cotton Mills, Lancaster, S.C., is planning to light golf course being built adjacent to its Fort Mill plant. The company, which is headed by Col. Elliott Springs, who was a noted World War I ace and author prior to becoming a very successful industrialist, already has courses for its employees at Lancaster, Chester and Kershaw. It is planned to eventually light all these courses.

Col. Springs says lighting plans are subject to revision after experimental stage. He has in prospect lighting of greens and tees with baseball and tennis intensity. There will be no poles on the fairway lighting. Neon lights will be used for fairway lighting. Balls with luminous paint will be used so as to make it easy to locate balls in the rough. Experiments are being conducted on balls with metallic paint and a radar outfit which will locate such balls in the rough.

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**Texas PGA in Big Meeting at Dallas**

Texas PGA meeting at Dallas AC CC Dec. 15 exhibited some confirmation of the modest Texans' claim they have the most active PGA section in the nation. If you express any doubt of that, stranger, smile and for safety's sake, draw your 45. By plane and auto rides of a few hundred miles, which are considered easy going in Texas, a large crowd assembled. Prize money of \$7500 for the state PGA at El Paso was announced. Byron Nelson for the pros and Felix McKnight for the amateurs presented an outline of the new plan for the famed pro vs. amateur state competition which is a great event that should be copied in other states. Revision of the Texas vs. Oklahoma pro event to allow Oklahoma to add to its team playing stars from Kansas, was announced.

Pres. Graham Ross spoke of Texas PGA's strong interest in furthering the state turf research work and the annual turf conference. Byron Nelson and Ross collaborated in a demonstration of Nelson's playing and teaching methods. The demonstration was tied up with showing of the 1947 PGA championship movie. Jack Redmond gave an interesting talk and demonstration on the work of the trick shot exhibitor, citing details of his long and successful experience.

Herb Graffis, GOLFDOM'S editor, spoke on "Swinging Around the Circuit" in pro business, stressing the wisdom of pro research in association with outside experts on business and physical education. Graffis reminded the pros of the great advance in turf maintenance since greenkeepers had gone into an educational and research program enlisting the resources of state colleges, the USGA Green section and other outside authorities. He expressed the conviction that pro progress and profits could be greatly improved by adoption of a like policy. He urged that there be clear recognition of the respective functions of the USGA and PGA for better service to the game and amateurs. He voiced the opinion that the Texas pros' pattern of developing and emphasizing close relations with amateurs and promoting school instruction needed national extension.

Responding to queries about the development of adverse publicity on national PGA operations Graffis said his belief was that most of it was the outcome of a decade of secret sessions. This policy, he pointed out, was not an exclusive mistake of pro officials, but was general when politicians were more fearful of criticism than eager for public understanding. Formation of the Golf Writers Association, he believed, would develop improved public relations



for the pro organization if it would step out from behind the publicity iron curtain it raises at its convenience when a real story is popping. Considering the personalities of pro officials and their earnest, unpaid service, he believed the PGA publicity would be easily corrected if the association would put into effect a publicity policy as frank as that of the smart individual pro in his dealings with the press.

## Managers Plan Minneapolis Convention Program

Upper Midwest chapter of the Club Managers Assn. of America is completing plans for the CMAA 20th annual convention, Minneapolis, March 14-17. Convention headquarters will be at the Radisson hotel. Reservations at the Radisson, Nicollet and Curtis, where conventioners will be housed, are going fast.

Much will be made this year of the inspection tours and affairs at country and city clubs in the Twin Cities. Richard H. Hirmke, mgr., Minikahda club and genl. chmn., convention committee, promises that the functions to be held at the various clubs will give the "furriners" an impressive demonstration of the advanced type of operations at the excellent clubs in this sector. Hirmke's club will be the scene of a special smorgasbord Monday evening, March 15, which Dick is confident will be a memorable presentation of the Scandinavian style of cuisine. The following day after a cocktail party at the Radisson there will be a dinner dance at the Minneapolis AC at which another competent endeavor will be made to exhibit the top achievement in a club affair.

Wives of the Upper Midwest chapter members have arranged an interesting program for women visitors including a luncheon and demonstration at the Betty Crocker kitchen, a style show and luncheon at Dayton Co. and a trip to the Lowell Inn at Stillwater.

Details of the educational program include authoritative speakers on all phases of clubhouse management. Information concerning convention reservations may be obtained from Hazel N. Baker, sec., Room 278, 816 2nd Ave., S., Minneapolis 2, Minn.

## MARKOVICH SHOWS

*(Continued from page 32)*

Richmond each receives a complete financial accounting and a letter of thanks. Some of the \$10 sponsors of the 1947 so-called "Poor Man's Open" have framed these letters on a mantelpiece place of honor along with their high school diplomas.

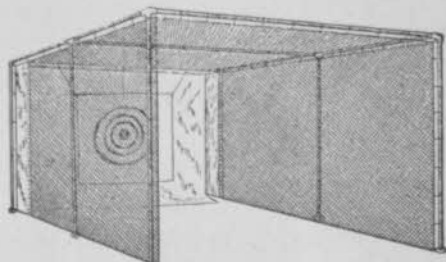
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in a non-contact sport, Markovich says. With this in mind the players are given the breaks in cup and tee marker placement—the result being sensationally low scores and large galleries. For instance the first and second Richmond Opens went to Snead 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
<b>Receipts</b>	
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
	<hr/>
	\$20,144.14
<b>Expenses</b>	
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
	<hr/>
	\$15,528.78
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.



## PGA In Tranquil Meeting Re-elects Dudley

Ed Dudley, Colorado Springs, Colo., was re-elected pres., PGA of America for the seventh time at the association's 1947 national convention held at Morrison Hotel, Chicago, Nov. 17-19. Anonymous campaign against Dudley was a factor in his re-election. Although Dudley declared himself fed up with the job others of the administration insisted that he run rather than retire under fire. The convention developed into a love fest with Dudley re-elected unanimously.

After the meeting concluded there was talk among delegates that again the annual convention had neglected to take action restricting number of terms national officers could serve, and by such legislation protect its officers against charges of maintaining themselves in office. Demands of PGA national service are such that it's hard to believe that except in rare cases involving prestige for club jobs anybody would eagerly desire the sacrifices involved in handling PGA official business. The majority of PGA officials have been handling with exceptional competence and satisfaction good club jobs long prior to their election to PGA office.

Joe Novak, Bel-Air CC (LA dist.), was elected sec. for the third time, without the

slightest whisper of opposition, for his outstanding services to the organization and consistent demonstrations of sound judgment. Bill Wotherspoon, Southern Hills CC, Tulsa, Okla., was elected treas. to succeed the ailing Willie Maguire. Bill becomes the first Scotch-born pro to guard the finances of the organization since Jack Mackie had the PGA treasury looking like figures for the Marshall plan.

New vps elected were Bill Gordon of Illinois, John Watson of Indiana, Marty Lyons of Pennsylvania and Joe Donato of Connecticut. George Schneider was named chm., Tournament committee and mgr., Tournament Bureau.

Action was deferred on the plea of the Women's PGA to be taken into the PGA of America organization. Considerable of the Women's PGA membership consists of women physical education teachers at colleges and high schools who do not have qualifications deemed sufficient for recognition as golf instructors and pro department operators up to Class A eligibility requirements of the men's PGA. The men acknowledged, however, their appreciation of the work these women are doing in developing golf.

### Hogan Headlines Clinic

The Wednesday clinic was featured by an address by Marshall Farnham, pres., Greenkeeping Supts. Assn., and educational demonstrations by Ben Hogan, Frank



### RYDER CUPPERS GET SPECIAL BAGS

PGA 1947 Ryder Cup team members were presented custom-made oval-type special bags made of caribou leather and trimmed with natural steerhide, by Henry P. Cowen, pres., MacGregor Golf, Inc., prior to the matches at Portland. Walter Hagen and Craig Wood, honorary co-captains and Ed Oliver are not shown here with their new luggage. They're all big boys, taking a lot of width on a lens. The others from L. to R., with those toothpaste smiles are: The Slammer, The Canary, The Baron, The Chin, Buzz-saw, Soldjah Boy, Lord Byron, Der Dutchman, Shipmate.

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Walsh, Sam Byrd, Al Watrous, Bob Barnett and Patty Berg which brought out lively question and answer moments. Motion pictures of the 1947 PGA championship taken under the direction of the Michigan section, a movie of the 1947 Goodall tournament with comment by Jug McSpaden and the 1946 baseball World's Series and instruction movie were shown.

The annual president's dinner was the usual pleasant get-together with mild and entertaining comment being stirred by the after-dinner remarks of Ben Hogan and John D. Ames, member of the Executive committee of the USGA. Hogan, being called on unexpectedly to speak, hastily ad libbed about the PGA now being the No. 2 organization of American golf but destined to become the No. 1 outfit. The amateur club and association officials present had whatever alarm they may have felt somewhat reduced by Ames' genial concession that the pros were the better players but that it might be rather nice if the pro organization would consider keeping a few amateurs around just to have the courses in use and the pro shops and tournaments patronized. Ben cordially endorsed the Ames suggestion.

Bob Goldwater, Phoenix amateur, was toastmaster at the dinner.

**SMART, CARNOUSTIAN, DIES** — James Murray Smart, 52, supt. for 16 years of Dutchess G&CC, Poughkeepsie, N.Y., and prior to that associated with Westchester County, N.Y. clubs, died Nov. 6, at Vassar hospital, Poughkeepsie, following a 5 months illness. Smart was born in Carnoustie and served with the Gordon Highlanders in World War 1. He was an active Mason in Scotland and the U. S. He was a member of the GSA. He came to the U. S. in 1927 and became an American citizen. He is survived by his widow, a son and a daughter. Jim was a grand personality who stood high in his profession and was beloved by all in golf who knew him.

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