

at our daily fee golf courses likewise multiplied. Golf needs more newspaper publicity! What would happen to baseball, horse racing and prize fighting if the newspapers gave these sports as little publicity as golf now receives.

"A daily fee operator not only has the problem of getting a better price for his product, but the equally important one of increasing the number of customers. While it is an infant industry, struggling against all of the adversities of the depression, it can do something more to solve its problems than it has in the past through its unorganized weak individual effort. There are so many problems, common to all daily fee business throughout the country, that could be solved in a much better way through cooperative effort than through the present system of individualism and cut-throat competition, that no one should need to be sold on a change in the order.

Owners Need Vision

"If those who have money invested in daily fee golf courses can climb the mountain top and get a broader view of the possibilities of their business, they will soon cash in on the effort and money invested at this time to develop a real, live national institution. That institution will be as big or as small as its individual members. If there are enough live wires in daily fee golf, a sparkling, go-getting type of organization can be developed, to give daily fee golf its biggest boost.

"While I am fully aware of the division of opinion as to the merits of the N. R. A. in industry today, you will be interested in the following quotation from the *Monthly Financial Digest*:

"Of those who oppose terminating the N. R. A. next year approximately 90 per cent approve of the wage and hour provisions of the codes... A heavy majority opposes those provisions of the codes, enforcement of which entails complete governmental regulation... Last December the produce of industries operating under codes with price-fixing provisions were selling at 111% of their 1926 level. Those without such provisions were 83% of that level, while farm products were 56%."

GOLFDOM thoroughly endorses the point of view Moreau sets forth, having had numerous close-ups of the costly lack of organization and co-operation in the fee course business. Consequently, we urge fee course owners to advise Moreau, as the

temporary secretary of the national organization, what they think about developing the temporary organization into something strong and permanent.

ABOUT MERION

An Architect Discusses the Famed Venue of 1934 National Open

By ROBERT TRENT JONES

(Thompson and Jones, Inc.)

IT'S A TRITE old golf saying, and one you can hear any time you care to eavesdrop on a pair of golfers that it's your short game that counts. This very remark I overheard on a commuters' train near a New York suburb. The conversation was pertaining to Paul Runyan's victory in the Metropolitan Open and the very bright prospects of Paul winning the National Open. If they had followed Paul at Merion they would have revised their statement somewhat. Runyan found Merion, swept by winds, could be a Doctor Jekyll and Mr. Hyde. Paul lacked the length to score.

Architecturally, Merion is a gem. That is for an open championship. It proved to be one of the finest testing grounds on which the open has been played in the history of the event.

Talking with Gene Sarazen after the second round, I asked him what he thought of the course. "It's one of the most treacherous courses that I ever played on. There isn't one shot that you feel that you can let up."

The natural and the correct assumption of the above statement is that the treachery for the most part is in the form of traps. It was these very traps that caused Chick Evans to say to Robert Tyre Jones, Jr. during the National amateur in 1930, "I shall be all right if those white faces don't get me." Merion's "white faces" are ingeniously placed, demanding their toll for any misplaced shots.

Looking at the "white faces," I thought of my old friend, the late Alister MacKenzie. The good doctor was an advocate of this manner of applying stimulus to a course artistically and psychologically. He was an artist in the manner in which he oriented his white sand against the faces of the bunker walls. "It makes the course

appear harder than it really is" was the doctor's contention and I heartily agree.

I doubt that MacKenzie would have approved of the frequency that one encountered the white faces of Merion. The doctor was a stroag advocate of the "fewer the traps the happier the dub" slogan. Since the doctor has gone on, I decided that I would look into the dub's emotional reaction toward Merion, so I sought out a friend of mine, Joe Klump, who is a member of the Merion club. "Do you enjoy playing this course, Joe?" said I. He hesitated a moment as if trying to decide if he should really come clean. "Well, to tell you the truth," said he, "I like the west course better. I play it fifteen strokes less." I am sure there was a rejoicing in heaven if the doctor heard that remark.

Coincident with Joe Klump's remark, I was interested to hear what Grantland Rice had to say about Merion. Grantland, you know, is one of the foster-fathers of the Augusta National, the trapless wonder in golf architecture. When I heard Al Espinosa greet him with "What do you think of the course?" I flapped my ears to get the answer. "I like this type of course; it makes the boys play golf," said Grant. If anyone loves a clean victory it is Rice. He likes to see a title won the sportsman's way—well earned. I could understand too why he would like both Merion and the Augusta National, although extremely contrasting types of architecture. He was considering Merion in the light of championship play. He knew that to falter was to fall on this tightly trapped course. With Augusta, his fondness is in light of average play, for although it demands great shots from the expert, it is more sympathetic with the dub.

Another opinion I was interested in was A. W. Tillinghast's, creator of Fresh Meadow and Winged Foot. "It's a great course," said he, as we scampered after Sarazen with the melee. "I would prefer it didn't have these bent greens. This type of trapping is my own belief for good architecture."

Now I shall express my opinion of Merion. We architects are creative artists, therefore we are bound to differ in our ideas. We all have confidence in our own ability and feel the fruits of our labors are something to revel in. It is you, the golfing public, that is the best

judge of a great course and a great artist. As a championship course, I thought Merion was practically perfect. For the home club of 300 average members, I feel that it is on the stiff side. I would ease the strain by alternate routes and greater latitude in some of the traps. You will find that at some of our creations such as Banff, Jasper Park and the Royal York. But, in keeping with Merion, I would like always to give you those artistic dabs of beauty, Merion's "white faces."

Municipal Golf Shows Good Gain in Revenues

FROM MANY POINTS come figures showing municipal golf course play this year is speeding toward new records.

At Indianapolis, Ind., play for the first six weeks of the season at the six many courses jumped from last year's figure of \$15,335 to a new record for the period of \$22,432. On the basis of increased income more hose was bought to provide adequate watering for the scorched courses.

The Dallas (Tex.) many courses during May boosted the season's receipts to \$21,681.90, an excess of \$2,207.68 over operating costs. This balance goes into course improvements.

Patronage at the Portland (Ore.) many courses has increased recently to such an extent the bureau of parks now is in a position to meet all interest charges on the outstanding utility certificates of the property and to retire \$3,000 in certificates.

Art Callan, nationally-known many golf booster of Portland, comments on the local situation by advising GOLFDOM:

"We attribute this increased revenue to three things: (1) Good management coupled with a curtailment of unnecessary overhead; (2) the benefit of improved course at Eastmoreland through work done prior to the National Public Links tournament last year, and (3) to putting into effect of a 15c rate for high school students, 18 years and under.

"Any city that has the possibility of holding a National Public Links tournament, should be ready and willing to extend the invitation, as it is not only of benefit to municipal golf, but also to private clubs, as we have always considered public links an incubator for membership to the private clubs."