

# Ask Fee Course Owners About Organizing Nationally

**S**ECTIONAL daily fee golf organizations or owners of courses in districts where there are no sectional fee golf associations now are asked to definitely indicate whether or not they are interested in organizing a national fee course association.

Efforts started late last year when code action began to appear as a possibility had some result in stirring up fee course owners to consideration of the advantages of a national association. Small contributions were solicited from interested owners and the money received from individuals and sectional associations has been devoted to crystallizing action on the national proposition. T. J. Moreau, one of the officials of the Chicago Daily Fee Golf Assn., and part owner of the Midcity GC, 2405 Grace St., Chicago, was named temporary secretary of the National Daily Fee Golf Assn.

At this time those who already have signified their willingness to join in a national association request other interested daily fee factors to write Mr. Moreau advising of their thought in the matter.

Relative to the present status and outlook of a national group, Moreau says:

"An effort was made last winter through the financial support of the daily fee golf associations of Detroit, Cleveland, Akron and Chicago to form a national association. Letters were sent out to over 800 clubs, and a ten per cent affirmative response received. At that time, this was not considered sufficiently representative to warrant proceeding with the formation of a national organization.

"Since then, added interest has been displayed by the Kansas City association as well as by the Twin Cities and Indianapolis. Detroit, Kansas City and Chicago have thus far agreed to contribute financially to the initial formation of the national association.

"Before proceeding with a convention to effect a permanent organization, daily fee associations in all sections of the country should be advised of this movement and requested to send an expression as to their willingness to join in this work.

## Plan Organizing Convention

"The present plan is to hold a conven-

tion in Chicago the latter part of September or the first of October for the purpose of perfecting such an organization, electing officers and directors, and adopting a constitution and by-laws.

"While the spur to the formation of a national association got its inception from the N. R. A., there is a division of opinion among operators as to the wisdom of attempting to form an association with this as the object in view. A strong feeling has been expressed, however, for the formation of a national association for the purpose of furthering daily fee golf.

"The success of a cooperative movement in golf promotion, so effectively handled through the Chicago Daily Fee Golf Assn. in cooperation with the *Chicago Tribune* with its free golf school, illustrates one of the many ways in which a cooperative movement in the industry can develop new customers, to say nothing about its effect on bringing golf and particularly daily fee golf to the front.

"If it is possible for trade associations to develop thousands of new customers each year for their particular article, such as "Say It With Flowers," "Eat More Ice Cream," "Eat More Bread," "Heat With Gas," "Burn Coal," "See America," "Vacation in Canada," "Sunkist Oranges," "An Apple a Day Keeps the Doctor Away," "Come to Miami," and a host of others, surely there is a big field to cultivate in increasing the number of golf players. There are several million people in this country who should be playing golf, if for no other reason than from a health standpoint; and those who are familiar with the business or who play golf can add a dozen more sound reasons for playing the game.

## Golf Needs Publicity

"If golf were given the same impetus that baseball received when the American League was formed, and a go-getting, two-fisted newspaper man in the person of Ban Johnson was put at its head, the public would find on the sporting pages of our newspapers just as much golf sporting news as baseball. It would not be long before the number of golf players in the country would be trebled and the receipts

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