

# Pick Your Architects With Care, or Repent

**A**PPRECIATING the fact that golf club officials are primarily interested in the promotion or advancement of social and sociable activities in their clubs, it is only natural to suppose that they are not inclined to devote a great deal of time and study to architecture when it comes to the golf course itself.

This fact partly accounts for some very unsatisfactory conditions, dissatisfied membership, enormous waste of capital and some very inferior, unsatisfactory golf courses in practically every district of the golf world. Many of these misfits were occasioned through lack of finances or a desire on the part of certain men to eliminate architect fees.

Picture if you can the appearance of any city or town wherein the inhabitants proceed to build their own homes or buildings without the advice of an architect or, devoid of plans, each man's home constructed by a carpenter or a brick-layer who had worked for a few years on houses designed by an architect. Picture again the types of office buildings, bank buildings, and manufacturing establishments we would have if the board of directors selected at random a few fair mechanics and permitted them to spend the company's money for a building, the plans of which had never been completely finished.

Each and every metropolitan district first class golf course represents an expenditure of from fifty to two hundred thousand dollars exclusive of the cost of the land and yet so many boards of directors are content to permit Tom, Dick or Harry who once saw a golf course or played one for a few years to proceed spending that money after making an inadequate pencil sketch for the board's approval. Some greenkeepers and some professionals are well qualified to construct a fair course suitable for daily fee such as a community golf course, and then there are perhaps a number in the United States who have graduated from the strictly pro ranks and from the position of professional greenkeeper who, through their experience and study and superior education, are qualified to be classified among the architects. On the other hand, there

are entirely too many golf courses being constructed by men who are not at all qualified either by experience or knowledge to build anything other than the abortions we find scattered over the country and listed as golf courses.

## Guesses Take Toll

It is a simple matter for any man to spend a very tidy sum of \$100,000 moving dirt around, putting in water mains and buying grass seed, but unless he knows the golf game, possesses artistic talent of an architect, knows how and where to place bunkers and can figure on a lay-out working in harmony with the winds, the sun, land contours and nature's vegetation, the result will be a misfit and a terrible extravagance. This type of golf course has been a source of expense to the club members ever since the self-styled architect came into existence some ten or twelve years ago.

A pro is not an architect just because he plays a good game of golf, nor is the average greenkeeper qualified to spend the club's money except under the supervision of a reputable, responsible architect who has demonstrated conclusively his ability in this class of work.

The writer would have it thoroughly understood that he is not here promoting any business for golf course architects but is attempting to save money for the golf clubs by suggesting that they consult with and obtain plans from a known, reputable architect before permitting their money to be spent constructing additional monstrosities which year after year must be reconstructed at great expense. Sporting goods salesmen, residence or estate gardeners, unqualified greenkeepers and professionals, caddy masters and general contractors have no place in the construction of the golf course unless it be under the direct supervision of a golf course architect.

## Also Err in Buildings

Another point in this connection, the truth of which will be admitted by many golf club officials, is that the ordinary residence building architect or the sky-

scraper or apartment building architect is not qualified to draw plans for and supervise the construction of a most satisfactory, convenient and economical club house. It appears to the writer that golf clubs have squandered a proportionately large amount of money in building club houses. The locker rooms are not satisfactory, the arrangement is poor, the showers are inadequate, the kitchens are too small, the pro shop is seldom adequate, the heating plants have not received proper attention and the laundry facilities are especially poor. Just as the expert golf course architect is required to produce a satisfactory golf course so must the club house plans be drawn by an architect who has devoted a period of years to the requirements of a golf club membership if he is to produce a good looking exterior and at the same time arrange for economical and satisfactory facilities inside.

A golf course should be built complete in one operation before play is permitted that there may be no alterations or continual spending of money year after year, correcting deficiencies in construction. The club house also should be built so that each unit works out satisfactorily with its corresponding department, and the membership is satisfied that their money has been judiciously expended.

This same idea applies on remodeling a course. If you do not hire a good architect you will get a botch job to be remodeled again by the next greens committee.

**GOLFDOM** is sent **FREE** each month to every golf club president, greens chairman, professional greenkeeper, manager in the United States. If these men in your club are not getting **GOLFDOM** regularly, see that we are supplied with their names and addresses. If you know of any other club whose 5 executives listed above are not getting **GOLFDOM** you will be doing them and us a favor to send us the name and address of the president of the club.

**GOLFDOM'S** annual subscription price to any other than the above club executives is \$5.

**GOLFDOM,**  
236 N. Clark St.  
**CHICAGO, ILL.**

# Play the SILVER KING\*



**WHEN** a par on the 18th will beat your best previous score, go after it hard with a brand new Silver King. The psychology of playing the best ball made means a great deal when you've got to make a score or break an opponent's heart. There's a big advantage in playing the best. (\*Reg. U. S. Pat. Off.)

*Imported by*

## JOHN WANAMAKER

Wholesale Golf Distributors

NEW YORK  
CHICAGO

BOSTON  
MEMPHIS

PHILADELPHIA  
LOS ANGELES