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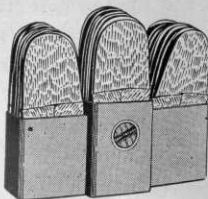
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calling for the fullest and smartest sort of a selling campaign by the PGA. Neglect of that would be something for which we could not excuse ourselves.

These coaching schools run from 2 days to about 3 weeks. In the majority of them the proceedings are mimeographed and distributed to those attending. Tuition ranges from \$1 to members of the associations conducting the schools up to \$25 for a week's school. Non-members attending schools conducted by associations are charged higher tuition fees.

Faculties of the schools include such football coaching celebrities as Dana Bible, Bernie Bierman, Wallie Butts, Fritz Crisler, Ray Eliot, Wes Fesler, Don Faurot, Dick Harlow, Frank Leahy, Bo McMillan, Jess Neely, Howie Odell, Red Sanders, Carl Snavelly and Harry Stulhdreher. The basketball men include Clair Bee, Lou Alexander, Chick Davies, Bruce Drake, Bud Foster, Hank Iba, Dave MacMillan, Lee Patton and Adolph Rupp.

The whole picture of these established and successful coaching schools is something that pro golf must investigate for it's from this field that we are certain to get a pattern that will help us greatly in speeding our own advancement and the service of professional golf.

Golf Architects' Service Saves Money for Clubs

By William B. Langford

A newly organized golf club, having limited funds at its disposal, must be extremely careful that nothing is wasted. Since the greatest possible cause of waste in the development of golf property is faulty planning it is thrifty to retain the best golf architect available, not judging him by the size of his fee, but by his reputation and experience. Money saved on the architect's charges can easily be lost many times over, not only in the excessive cost of executing faulty plans, but also in the intangible expense of playing for possibly many years over a course which does not make the best use of the club's property, and the very real cost and inconvenience of correcting its deficiencies.

If an architect is to be retained, let him help select the property to be acquired. Do not go off halfcocked and do any work before plans are made and without his approval. Such operations are usually badly timed, and may even injure future development of the grounds by destroying natural beauty.

While each golf site presents a different problem to the designer, an experienced architect rarely encounters a question that does not have its solution suggested by some past difficulty. This wealth of ex-

perience gives him his principal advantage over those who have not specialized as he has. Golf, in a broad sense, comprises many divergent activities: playing, instruction, course design, greenkeeping, clubhouse design, engineering, conduct of competitions, landscaping, catering, etc. Proficiency in any one department does not imply competence in any other.

Architects Have the Answers

As they are constantly working with problems of golf design golf architects should have most of the answers to questions of layout on their tongues' tips, and be familiar with the many details which must be considered in planning the course and in taking care of the myriad interlocking essentials to the development of a completely usable, economical and beautiful country club.

The golf architect is not only a craftsman or artist who takes pride in the completion of a good job, but also one whose reputation and livelihood depend on his ability to produce courses which please all types of golfers, layouts which are tests of skill for the expert and, at the same time, attractive, enjoyable and possible recreation fields for those who are less adept. His goal is the creation of courses which will develop the duffer, hold the interest of the rank and file, and challenge the expert; courses which are fun to play, and economical to build and operate.

One of the most general errors in judgment in golf club organization is that of the smaller clubs which pass up or misuse available land that an experienced architect could see has superb natural possibilities as golf terrain. Topography as well as soil condition facilitating economical maintenance in first class condition at locations near smaller towns frequently are overlooked by inexpert eyes and sites of considerably inferior possibilities are chosen. This mistake will become a more serious

one as the travel of golfers increases and the opportunities for guest green fees at the attractive small course increase.

Fees Within Reach

The inexperienced organizers of the new small town clubs may suspect, without any investigation, that the fee for competent architectural service may be forbidding when, as a matter of fact, it probably would be well within the limited means of the new club.

However, the smaller club organizers are not alone in wasting funds that sound architectural advice would save for the club. Many metropolitan district clubs present glaring exhibits of costly and unsatisfactory revisions, especially in trapping, dictated by unqualified parties at the club. Eventually these faults are corrected by the employment of authoritative architectural service, but only after needless expense, loss of time and loss of interest in playing the course.

But, in fairness, it must be said that primarily the waste is the result of the competent architects' inability—or neglect—in educating golf club officials to the wisdom of securing the service of qualified golf course architects. The solution of that problem is made difficult by the shifting official personnel of golf clubs and the constant influx of enthusiastic men who are given the responsibility of experimenting with the club's money. It is a responsibility that not many of them regard as any high favor to them after they've been on the job and get an idea of the demands and pitfalls in golf course design and construction.

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