



Carpeting

*It can be installed through
an easy-stage method that
even small clubs can afford*

By PAUL GEBERT


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The initial outlay for the carpeting of clubhouses may cause some club officials to hesitate due to the costs involved, but with floor covering just as with many other products, there is an easy-stage method of finding an answer to this problem.

Carpeting can be bought on an installment plan. Installment in this case means having the carpet put in on a room-by-room basis. Our company, for example, has made numerous installations starting with a pro shop or lockerroom or lounge and, in a course of say two or three years, depending on the financial commitments a club has wanted to make, supplying carpeting for the entire clubhouse. To give an idea of how easy it is to get started on a carpeting program, Archibald Holmes & Son will weave as little as 360 square feet of carpeting for a club in any color combination that is specified and featuring any motif designated.

Can Be Financed

Carpeting, of course, can be financed. It is a simple matter to arrange a financing program through a local dealer. At the



same time, it also is possible to lease carpeting. Most manufacturers have a leasing plan whereby the carpet is actually rented with no down payment. This, of course, entails the payment of a fixed monthly charge over a period of years.

As for maintenance of carpeting, the American Carpet Institute of New York decided a short time ago to find out how carpeted floors compare with those that aren't carpeted. It asked the Industrial Sanitation Counselors, Inc., nationally famous in the housekeeping field, not only to make a survey but intensive tests of the situation.

Pays for Itself

Here are the findings of the housekeeping firm:

Under heavy-use conditions (involving soil and traffic), the cost of maintaining 1,000 square feet of non-carpeted floors for one year was \$383. Under the same conditions of soil and traffic, it cost only \$189 for one year to maintain floors that were carpeted. The savings, as you can see, amounted to \$194.

If a club were to install 1,000 square feet of carpeting in one of its lounges, what would be the net effect? The club

would pay \$20 a square yard for quality carpeting. This includes installation charges. To cover 1,000 square feet this would cost approximately \$2,220. Yearly savings in maintenance of approximately \$194 would pay for the carpet installation in less than 11½ years.

Most people in the carpet business prefer to sell their product by emphasizing its physical and psychological attributes. But the hard realities of economics, already noted, and durability can't be overlooked or played down. As for the staying power of carpeting, permit me to cite one case history that is easily verifiable. In 1939, the first "spike-proof" carpeting woven by our company was installed in the lockers of Old York Road CC in Jenkintown, Pa. It still is in use — 23 years after being subject to the constant grinding of golf spikes.

Going back to what already has been said about the difference in maintenance expense between carpeted and non-carpeted floors, Old York Road's floor cover has paid for itself exactly twice.

Reduces Noise, Hazards

The physical and psychological advantages of carpeting are alluded to in the previous paragraph. Let me enlarge on what I mean by making these claims. From the physical standpoint, carpeting has this edge over other types of floor covering: It eliminates virtually all floor noises and serves as a blotter in absorbing air-borne noises; Safety-wise, it reduces the incidence of slips and cushions falls to prevent serious injuries; From the standpoint of comfort, carpet's pile construction is a fine insulator and tends to relieve coldness at floor level.

Psychologically, we think you will agree that carpeting lends class to any club because of its beauty, luxury and warmth.

Urges PGA to Name Club Pros to "Hall of Fame"

Jim Wargo, pro at Forsgate CC, Jamesburg, N. J., is enlisting support in his campaign to get the PGA to name to its "Hall of Fame" club professionals and others who have been distinguished for their service to golf.

Wargo proposed the expansion of "Hall of Fame" eligibility last year at the PGA annual meeting. His suggestion was received with unanimous approval but the only further action taken was the nomination of George R. Jacobus. George was



Wins World Senior

Howard Creel (r), Dayton, Tex., won the World Senior Amateur at Broadmoor GC, Colorado Springs, in Sept., defeating Adrian McManus, Pasadena, Calif., in the final, 7 and 5. He received the winner's trophy from Seddon T. Duke (center) acting chairman of the event. At left is Thayer Tutt, president of the Broadmoor club.

a PGA pres. for seven years, a pioneer in Junior golf promotion and has done invaluable work for golf and its professionals.

Nomination Detoured

Jacobus was nominated for "Hall of Fame" admission by Ray Feller, Western N. Y. PGA delegate. Then the procedure was detoured. Now Wargo intends to put it back on the track. He maintains that there are conspicuous instances of pro service to the game and the profession that have not been recognized by the PGA. Of all groups in golf the PGA should be the first to discern that the game and golf business have been immensely benefited by some professionals who have not been glorified, Wargo says.

How Moose Run Makes Preparations for Winter

Moose Run GC, Ft. Richardson, Alaska, northernmost U.S. course with grass greens, usually is playable to mid-October. Shortly thereafter it becomes blanketed with snow that hangs on for six months. To prepare the course for winter, greens must be covered with straw and brush piled on top of this. In the spring, grass growth is slow to start and it takes vigilance to keep golfers from playing too soon. Mac Taylor, pro-manager at Moose Run, is responsible for the condition of the course. He depends to a great extent on the advice of Harlow Hodson of the University of Alaska agricultural experiment station in keeping the turf in shape.