



An authentic Spanish Colonial motif is carried out at the two-year old Tucson National club. It prevails not only in the clubhouse but in outlying casitas and the pro shop. Shown here is the ladies' lounge with a colorful overhead planter.

Hire Decorator to Carry Out Overall Design Plan

A professional should be called in to supervise a club's decorating or renovating project . . . Money is saved when this is done and members are always happier with the results

By A. R. GREEN

How can a club get the most for its money when decorating or redecorating? "It's simple," says Roy Granberg, A.I.D. "Consult a decorator and set up a budgeted program." Granberg has the credentials to discuss all phases of club decoration. As director of design for the contract division of Marshall Field & Co. of Chicago, Granberg has personally planned and supervised the interior direction of many country clubs throughout the U. S.

One of the best known and perhaps most impressively decorated clubs that Granberg has done is the Tucson (Ariz.) National GC. When owner and operator, William Nanini, sought to create the Tucson club and courses along with home sites, he decided to key it to the Spanish Colonial atmosphere of the Old Southwest.

Granberg went to work to design a comfortable club with an authentic atmosphere. Nanini did not permit the planting of palm trees, not native to the Southwest, and insisted that all telephone lines be underground so as not to destroy the illusion of old Tucson. Granberg, in like manner, often used fine, or original ma-



Drop shades are substituted for curtains in dining room so view of course isn't obscured.

materials such as leather instead of plastic. In addition, there were many specially made items such as the chandeliers in the dining room and lounges. All paintings came from Mexico.

In seeking to follow the architecture of the building, which is of a modified Spanish style, Granberg sought to make the club modern, attractive and liveable. The gold-brown patterned carpeting, for

example, in the lobby lounge and main dining room was designed to show the least sand and dust. Like all carpeting in the club, it was made to resist wear and to be cleat-resistant. There is no area of the club that is restricted to golf-shoe wearers during the day.

Modern Clubs Want Comfort

For most modern clubs, the comforts of home are what the members expect

Informal Fiesta Room at Tucson National runs heavily to red. Patterned naugahyde fabric is substituted for more expensive leather. Filigreed wrought iron chairs were chosen for their durable, Southwest look.





Men's lounge (above) looks like what it is intended to be — a men's lounge. No attempt to get fancy was made here, because it was thought that card players would shy away from a room that is too elaborate. (Right) Bronze, green and red color theme is carried out in cocktail lounge, which is partly lighted by candles and has an unusual piano bar.



in their home-away-from-home. Such comfort was insured in the convertibility of the lounge for dancing. This was done by leaving a central area uncarpeted. So that this area did not look out of place, the Marshall Field design director used chairs of a different color leather in order to create a conversation center.

The ceiling beams in the lounge are topped with lattice-work and the lights are installed above this. Operated on rheostats to give varying degrees of brightness and softness, the lighting is further filtered by the lattice-work ceiling to create an interesting shadow effect. Interesting lighting is also produced by the real candles in the imported wrought-iron wall candelabras.

The lounge also has a wood burning fireplace that is often lighted to create an Old Spanish atmosphere. And, the piano bar, certainly an innovation, was especially designed to fit over a regular

grand and blend with the general decorating theme.

Believing in an overall design plan, Granberg used certain basic colors throughout the club. The three basic colors are bronze green, orange and tomato red. These colors are carried beyond the club to the adjacent guest cottages, called *casitas*, and to the pro shop, which is in a separate building. While chairs and display cases were designed for functional operation, the Spanish motif was carried out in the pro shop. No curtains were used on the floor-to-ceiling windows, so that the view of the adjacent course was



Many of the nation's top golf course designers, all members of the American Society of Golf Course Architects, were at the ASGCA annual meeting recently held at Lost Tree Club, Palm Beach, Fla. In the front row from left to right are: William H. Diddell, Naples, Fla., newly elected ASGCA president; Ferdinand Garbin, Export, Pa., secretary-treasurer; Floyd Farley, Oklahoma City, vp; Robert F. Lawrence, Tucson, Ariz.; retiring president; and William F. Bell, Pasadena, Calif. In the second row from the left are Mark Mahanah, Miami, Fla., who designed the Lost Tree course; Jack Snyder, Scottsdale, Ariz.; Edward Packard, La Grange, Ill.; C. E. Robinson, Toronto, Canada; Robert Trent Jones, Jr., Palo Alto, Calif.; John Darrah, Mattson, Ill.; James Gillmore Harrison, Turtle Creek, Pa.; Alfred H. Tull, Wilton, Conn.; Ellis Maples, Whispering Pines, N.C.; William F. Gordon and his son, David W. Gordon, Doylestown, Pa.; William B. Langford, Chicago, Ill. and Francis J. Duane of Port Washington, N. Y.

unobstructed. The display wall was done in wood paneling that added an Old West Touch to the shop. In decorating the pro shop, Granberg used the same carpeting he used in the men's card room, which adjoins the lockerroom. This carpeting of a charcoal-grey background features Tucson National's sunburst insignia in bright orange, off-white and bronze green.

Carpeting Must Be Quality

In talking of carpeting, Granberg says: "Carpeting is probably a club's single largest decorating expense. It should be constructed of top quality materials and be closely woven for the best wear. Color and pattern should be selected in line with the overall decorating theme, yet be such that there is a minimum of maintenance and so that it will show little soilage. Cheap carpeting is a false economy." Granberg points out that no one can be guaranteed a minimum life for any carpeting. He says: "Traffic determines the life of carpeting. If traffic is slow, it may last ten years. If it is good, a car-

pet may have to be replaced in five years."

Carpeting in the guest houses was done in a grey-beige to show the least amount of sand and dust common to the area. Furnishings were simpler, and designed for easy maintenance. A slight adjustment was made in the general theme to give the casitas an American West atmosphere. Of course, the basic colors were used to keep the guest houses looking like part of the clubhouse.

Substitute for Leather

In decorating the less formal Fiesta Room, a course level snack shop and bar, Granberg kept his theme but used red patterned naugahyde fabrics instead of the more expensive leathers used in the club's more formal areas. Wrought iron furniture is featured here along with stringed beads of crystal, amber and walnut at the windows. Decorations on the off-white walls are carried out in a Span-

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Interior Decoration

(Continued from page 66)

ish-antique motif. Wear-resistant red carpeting completes the room.

When asked what the advantages are of having a decorator, for even a small club, Granberg pointed out that a decorator can give a club a designed look that is particularly pleasing. He went on to say that a decorator can also save a club a good deal of money because he knows quality and sources and is thereby able to make the best selections of all items and materials used. "As most clubs are operating on a budget," Granberg says, "a designer is able to help the new club, for instance, by getting it started in selecting certain colors and furnishings that will make its rooms appear to best advantage until more money is available."

Best For A Budget

For an older club decorating on a limited budget he says, "A decorator can take a specific amount and make it go as far as it can, giving the best results

for the money expended." He stresses that older clubs need to keep their redecorating on a regular schedule in order to save money and particularly in metropolitan areas to keep members from flocking to more glamorous new clubs.

No club escapes a good designer's touch. Granberg proved this in the attention he paid in choosing colors for the service areas as well as the colors and furnishings for the offices at Tucson National. The offices feature the basic colors used throughout the two-story building and harmonize with the entrance lobby, from which they can be seen.

Lockerrooms at the Arizona club came in for the professional decorator's touch. These areas are very important the Marshal Field designer feels. "In fact, many older clubs could spend relatively little money and improve their facilities greatly by carpeting their lockerrooms and using a few decorative wall furnishings along with light and harmonizing paint," he says. The proof of this theory for new clubs is proved by Granberg's handling of the ladies lounge that is part of their

lockerroom at Tucson National. Using atrium windows, recessed up into the ceiling, to add extra light, Granberg hung a huge planter beneath them. He painted the ceiling beams pink. The specially woven carpeting of Persian design complements overall theme colors. Wrought iron furniture covered with fabric cushions is featured. Wall decorations are a selection of variously framed mirrors.

Design Overcomes Defects

Both men's and women's lockers at Tucson National are mahogany. These blend well with the colors chosen, particularly with those used in the men's card room. Granberg states that one of the great advantages of designing a club is that areas that connect can be harmonized, and if there are certain architectural deficiencies in a building, these can be overcome or minimized by a competent decorator. "Too often when boards or presidents change at clubs there is a change in the decorating theme," he says. "The new group wants to put French Provincial dining room furniture in an area that opens directly into a California Mod-

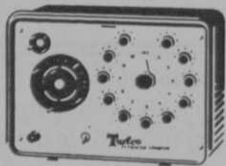
ern cocktail lounge. The result is a disaster. Furnishings in areas should harmonize in style and color. Using the original decorator or consistently using a decorator familiar with a club's problems would help ease the hodge-podge effect that typifies some clubs."

"Don't fight the architecture either," says Granberg. "Too many clubs try to change an English Tudor building to an extreme modern style. This is rarely possible unless there is extensive and often expensive interior remodeling. Much can really be done to make many of these old clubs very attractive within their own style of architecture. If certain rooms are desired as modern or contemporary in decor, it is possible to change them when they are quite separate from the other more traditional rooms."

In the dining room of the Arizona club, Granberg took full advantage of the wonderful view of the course and used drop shades and not curtains on the windows. Using his theme colors and unifying the room with those opening into it, Granberg installed leather chairs in bronze



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Clubs, Designer Cooperate

Granberg says that he has always found that people responsible for interior design at clubs are very easy to work with. When asked, however, about committees deciding on decor, he said: "I'm reminded of the old joke about the camel. It is a beast that looks as if it was designed by a committee." Most clubs committees, though, he says, are quite happy to approve wholeheartedly what a designer does, because they know it has a pleasing overall effect. He tells of how after decorating the Silver Lake GC in Orland Park, Ill., there was a rather severe fire in the clubhouse several years later. "They liked the original decor so much," Granberg recalls, "they had us duplicate it exactly."

National Golf Day Telecast

The National Golf Day "Round of the Champions" between Bob Nichols, 1964 PGA champion, and Ken Venturi, last year's Open winner, will be telecast on May 31 at 5 p.m., E.D.S.T., over the NBC network. This is the first time this match is being shown on TV. The color telecast will come direct from Laurel Valley GC, Ligonier, Pa. and is to be sponsored by Oldsmobile division of General Motors.

Any Golfer who takes part in National Golf Day can get his certified round in between May 15 and 31.

PGA Now in Palm Beach

The official address of the PGA is Palm Beach Gardens, Box 12458, Lake Park, Fla., 33403. The telephone is 848-9716 — Area Code 305. The PGA moved from Dunedin late last month.

USGA Membership Up

Membership in the USGA has risen for the 19th consecutive year to a record high of 3,030 clubs and courses. This is a gain of 125 members over last year. Since 1946 the number of USGA member clubs has more than tripled.