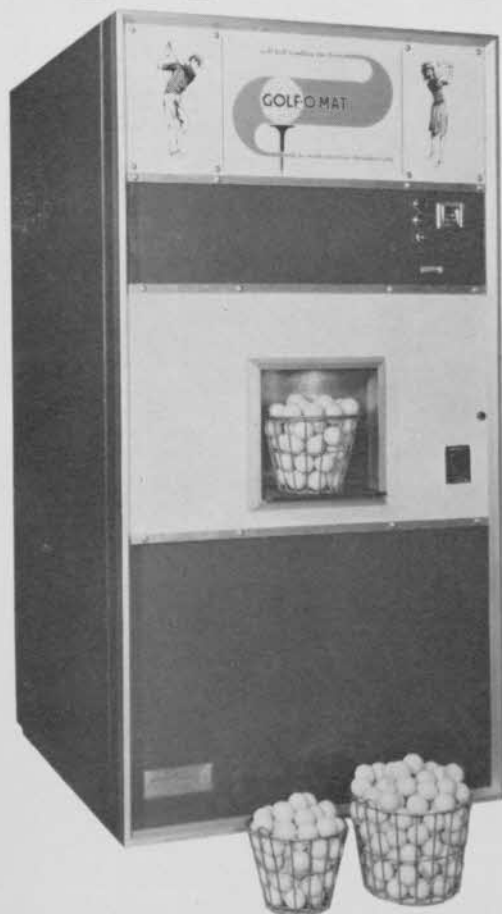


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Carpeting

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

By PAUL GEBERT

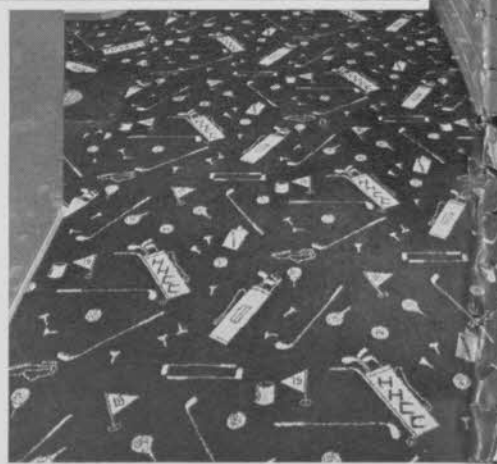
Contract Sales Manager,
Archibald Holmes & Son

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.

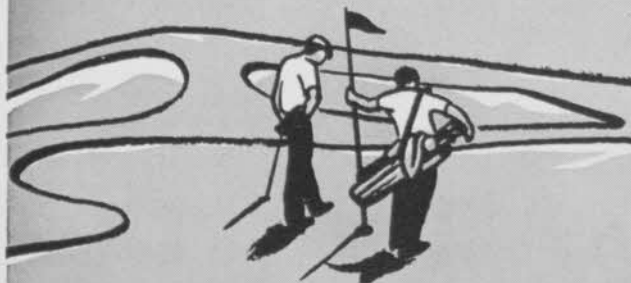
Pays for Itself

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

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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 Warga, 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.

Warga 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, Warga 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.



In only five years this perfect, uniform hedge grew to ten feet from 2 to 3 foot Tallhedge plants 30 inches apart. Never trimmed, except to even up the top at picture time, the hedge maintains a naturally neat appearance.

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Cole's New Tallhedge is the ideal screen for:

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Storage Areas

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1½ to 2 ft.	10 to 29	\$.75 ea.
	30 and up	.65 ea.
2 to 3 ft.	10 to 29	.90 ea.
	30 and up	.80 ea.

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NEW BEAUTY. Now, for the first time, Tallhedge, the most beautiful new hedge plant introduced in America in decades, fills a long-standing need for a tall, narrow hedge that always looks freshly trimmed.

DENSE, FAST-GROWING. Tallhedge quickly forms a neat, compact, narrow hedge or screen 12 to 15 feet high, yet can easily be kept as low as 4 feet. Averages 4 feet wide at maturity.

STAYS NEAT. Tallhedge needs practically no care. The hedge illustrated above was never side-trimmed. Note how the dense foliage grows almost from ground level.

VIGOROUS FOLIAGE. Lustrous, heavy, dark green leaves are enhanced by a summer-long succession of attractive berries changing from cream to pink, red and black.

LOW COST. 30-inch spacing is ideal for Tallhedge—takes ¼ to ⅓ as many plants as a privet hedge of equal length at about the same cost per foot. Saves planting cost, too.

EASY MAINTENANCE. Tallhedge is extremely hardy and adaptable—needs no special care. Sides need not be trimmed. Slight shearing at top when young will maintain an even line at any desired height.

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Court Decision Based on Course Architect's Plan

By WILLIAM JABINE

What price a first green? The Knollwood CC in Westchester County, N.Y., one of the country's older golf clubs, had to seek the answer to that unusual question recently in the New York court of claims. Construction of the Cross Westchester expressway required the taking of most of Knollwood's first green, a triangular parcel 0.419 acres in area.

The club and the State of New York could not agree on the price to be paid or upon the best method of reconstructing the course to maintain its overall length. The dispute was taken to the court of claims for adjudication. There were two claimants, the Knollwood Real Estate Corp., the actual owner of the golf course which is leased to the club and the club itself. Both club and the corporation have the same officers and were represented by the same counsel.

\$42,000 in Damages

The court of claims awarded the sum of \$42,000 as damages for the loss of Knollwood's first green. How it arrived at that sum is best described in the court's opinion. It reads in part: "The appropriation under consideration consisted of the taking of a triangular shaped parcel of land which comprised a fairly substantial portion of the green of the first hole of the Knollwood Country Club Golf Course. There is no dispute as to the fact that such first hole can be redesigned and the course restored to approximately the same condition it was in before the appropriation.

"Both the claimants and the state offered their version of the manner in which such restoration could be made in order to mitigate the consequential damages to the remaining property after the appropriation. There is dispute, however, as to the methods of accomplishing such restoration and a corresponding wide variation with respect to the cost involved.

"The problem of restoration not only involved the reconstruction of the first hole green, but of maintaining approxi-

mately the original length of the course. Prior to the appropriation, the golf course was 6,353 yards long; 3,280 yards on the front nine holes and 3,073 yards on the back nine.

Reconstruction Plans

"The claimants proposed reconstruction of the green of the first hole and the setting back of the first tee to compensate for the yardage lost by the relocation of the first green. The state, on the other hand, recommended a relocation of the first green, which would reduce the distance on the first hole from 390 yards to 355 yards. It would compensate for the lost yardage by relocating the tee of the 14th hole, increasing the length of that hole from 282 to 317 yards.

"A member of Knollwood, an architect and one of his firm's employees, testified as to the claimants' proposed method of restoration. Neither witness ever designed a golf course. The member's work and that of his firm was primarily designing buildings with emphasis on hospitals. The employee had only limited experience in laying out portions of a golf course.

More Practical Plan

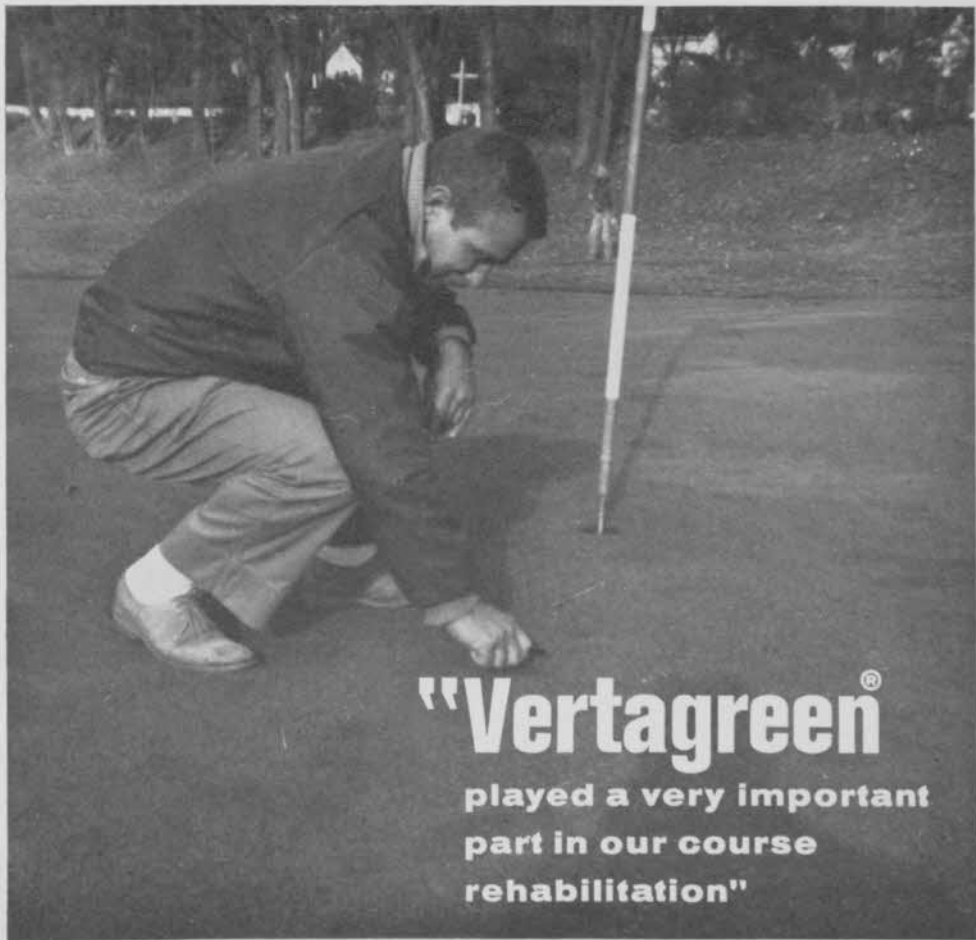
"The State called as an expert witness a golf course architect with an impressive background in his specialized field. This court accepts his plan as being the more practical and in arriving at an award, has given consideration to his estimate of the cost of restoration. We also find that it will be necessary to restore the green planting at the first hole and have considered the cost thereof. (Citations)

"The claimants are entitled to the fair market value of the parcel appropriated as well as consequential damage to the remaining land."

As stated above, the court made an award of \$42,000. The judgment also included interest on that amount for a period of about two years while the litigation was pending. The decision indicates that a golf course architect has an edge on a hospital architect when changes in a golf course are involved. (*Knollwood Real Estate Company v. State*, 227 N.Y.S. 2d 112.)

Green Section Service

In recent months, the USGA has added 20 clubs to its green section visiting list and removed 24. The Southwestern district has shown the largest gain, adding seven clubs and losing three.



"Vertagreen[®]

played a very important
part in our course
rehabilitation"



Ed Packer, Grounds Superintendent of the Wyoming Golf Club in Cincinnati, Ohio, says: "A few years ago our golf course fairways were down to nothing. Reseeding, along with Vertagreen fertilizer and good turf management has produced a healthy and vigorous turf. We think that Vertagreen played a very important part in our course rehabilitation."

For course rehabilitation . . . for established turf use Vertagreen now, and regularly, to maintain the beauty and top condition of your course.

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What the Pro Should Know about Grips

A Starting Point for Expanding Your Sales

By **WALLY ULRICH**

Sales Manager, Fawick Flexi-Grip Co.

Writing in *Golfdom*, Al Bonk has already advised you that most pro shops need a new look — a selling look. In July (p 38) he stressed the costly oversight of obsolescence, pointing out that you may be losing a lot of business because your customers are not aware that their clubs are not first grade by today's standards. But where and how do you tactfully start to educate them for a change?

The beginning of everything in golf is the grip. So, let's start with it. Featuring grips can be one of the most profitable services in your shop and extremely beneficial to your customers.

Grips have been tremendously improved in recent years. They have the important essentials for making sales. They have new styling, new colors and new feel which improve power and aid in aiming.

Absolute Security

You must be ready to explain the importance of the grip to your customers. Point out that the only contact with their playing equipment is through their hands on the grip. Club and arms should be unified. This requires the absolute security of the connection between the club and the hands. The grip must not slip or turn in the hands, regardless of weather. It should never become hot and sticky, never hard nor cold. There should always be a comfortable feel that will not distract the attention of the player.



Ulrich

They Give Final, Quality Touch to a Set of Clubs

By **AL LAMKIN**

President, Lamkin Leather Co.

It happened to be in a lockerroom the other day when I heard an interesting conversation concerning the word "feel" as it is related to golf clubs.

The gentlemen involved in the conversation apparently were "better than average" golfers. One of them was speaking quite highly of the performance of a new set of clubs he had recently purchased. In the course of the discussion, this person praised highly the "feel" in his new clubs. Although his connotation of the word "feel" might differ from that of other golfers, I was pleased to learn that he felt that not only did the clubhead and shaft prove superior in "feel" to his previous clubs, but that the grip itself was also far superior. To go one step further with this anecdote, naturally I had to find out what type grips this particular golfer had on his clubs. I was pleased to discover that they were leather.



Lamkin

Leads to Improvement

The point that I'm trying to make here is that I firmly believe that the grip actually can be responsible for improving a golfer's game. Since the grip is the part of the club where the golfer's hands are in direct contact with the club itself, it is logical to assume that here is where "feel" originates. Furthermore, the transition of "feel" to the golfer, to his sense of perception, can only be achieved to the highest degree when the golf club grip gives the golfer confidence that the shot he is about to hit is going to be a good one.



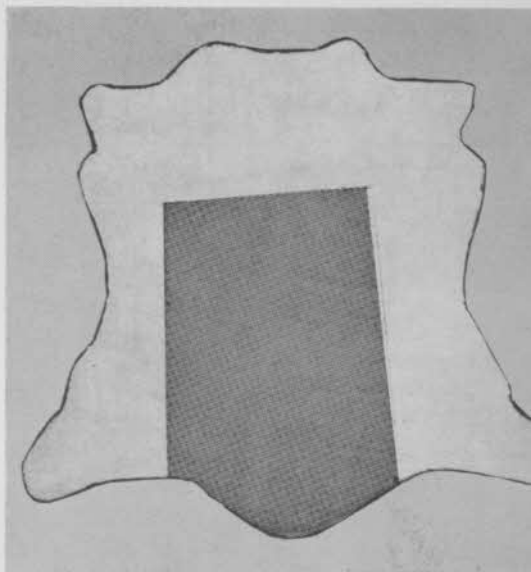
Two steps in re-wrapping clubs with special rubber compound grip. Above, applying listing tape and adhesive on both sides; below, applying solvent to listing and interior of grip, making it easier to slip it over the shaft.



Ulrich *continued*

One of the greatest handicaps for many golfers is their frustration in trying to find the "right feel" in gripping their clubs. This is true of the professional as well as the duffer. I can think of a few professionals who toured the circuit with me and won occasionally, but only with the greatest effort. They never could get the right feel. They "milked" their grip until their hands were wet with perspiration. Often they ended the game in nervous exhaustion. Improved grips of uniform size, shape and feel have helped many golfers such as these.

(Continued on page 130)



Dark area shows section of hide from which prime quality leather grips are cut.

Lamkin *continued*

Leather is a living thing, and as such, is endowed with pores that actually live and breathe. Since it is porous, the grip can absorb any perspiration from the golfer's hands, yet still remain tacky enough to permit a secure, comfortable hold on the club. One of the great qualities of leather is its ability to "bounce back", so to speak . . . to be as good as new after being subjected to moisture and to heat and cold conditions.

All Aren't Acceptable

Let's consider the selection of the leather hides used for grips. Basically, only certain hides are acceptable, and then only certain portions of these are actually used for grips. Their cutting is entrusted only to experienced craftsmen with many years' experience in the leather industry. These people select and hand cut only hides that are uniform in weight, thickness and strength to give us a quality product that conforms to the rigid standards and specifications imposed upon us by club manufacturers.

In recent years, leather in its natural state has been improved upon greatly through the discovery of special tanning processes. Foremost among these improvements is the tackiness put into it — tackiness that in a grip tends to eliminate torque action and slipping.

(Continued on page 132)



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