

Uses Porch For More Pro Shop Room

By DEAN SMITH

NEEED more display space for your golf shop? Just bring the porch inside as Willie Wansa, Arizona CC pro, did recently.

Arizona CC, five miles east of Phoenix, Ariz., has had phenomenal growth since World War II. Its golf shop, located in a ranch-type building, with broad overhanging porch roofs along the south and east sides, had only 13 x 21 ft. of merchandise display area. There just wasn't enough room for the needs of the growing club.

So a simple and comparatively inexpensive

Inexpensive Alteration

method of enlarging the sales room was decided upon. By enclosing the entire south porch and about half the porch on the east side, the room area was more than tripled — from 275 sq. ft. to its present



footage of 900 sq. ft. The wide use of pegboards, a tiered table, counters with drawers, and similar equipment enable Willie Wansa (right) and his brother, Tim, to take full advantage of space available for displaying merchandise in Arizona CC pro shop.

footage of 900 sq. ft.

The wall was moved out in both directions to enclose the 7-ft. wide porch. From the floor to a point 4-ft. high, the new wall is made of wood. From there to the



Cramped for space in your pro shop? Willie Wansa, Arizona CC pro, when faced with this problem, simply enclosed part of a porch surrounding his shop and tripled the space available. It cost him only \$2,500 to enlarge the shop, led to greatly increased sales.

ceiling, sliding glass windows were installed. To minimize sun damage to merchandise displayed near the windows, the glass was treated with Sun Shield, an invisible coating which eliminates 80 per cent of the destructive ultra violet rays. Cost of the coating was \$120.

Full Use of Display Space

Wansa and his staff, including assistant pro, Tim Wansa (his brother), make full use of their present display space. A four-tiered table in the center of the room displays shirts and specialty merchandise — and is changed often to attract more business through fresh displays.

Under a mural depicting a country club scene on the north wall of the shop is a bank of four-deep drawers. They are used for storing shirts, sweaters, and other merchandise displayed on two counters which tops the drawers.

A big space saver is a peg board which covers the entire west wall. Golf bags are hung from the wall, as are racks for slacks, shirts, hats, and other clothing items. Peg boards also are spotted in several other areas in the display room, and additional display space is thus realized without using additional floor space.

Pegboard Gives Flexibility

Wansa believes peg board can be used to advantage by pro shops everywhere. In addition to giving a shop added display facilities, it allows great flexibility. A pro with a flair for showmanship can have a bag display on a wall one day, change it without too much effort to a cap display the next, and then use it for other merchandise from time to time.

The display room enlargement project did not neglect office space. The desk man now stands behind a glass counter, where specialty items, balls, and other small merchandise are displayed, and when not waiting on customers, may sit at a desk and handle paper work. A private office is at the opposite side of the room. Both office areas were on the open porch before the shop was enlarged.

Cost of the entire remodeling project was about \$2,500.

Has business increased enough to warrant the remodeling? "It certainly has," declared Wansa. Sales for 1955 were substantially higher than the previous year and club members are getting twice as large a merchandise selection than before.

Discuss Construction, Design at Massachusetts Conference

By ELLIOTT C. ROBERTS

Turf construction and its relation to maintenance was the chief topic at the University of Massachusetts' annual fine turf conference held Mar. 8-9 at Amherst. Eugene F. Wogan, Manchester, Mass., gave some enlightening ideas on golf course design. In considering problems which arise in turf maintenance, he said, it is sound practice to have a thorough understanding of the game. Otherwise the features of a basically interesting course could well be destroyed in an effort to lessen the complexities of maintenance.

Alfred H. Tull of New York City submitted a paper on the effects of golf course design on maintenance. He stressed the relationship between design and the labor budget, and added where budget requirements for maintenance are high but available funds are low, the turf suffers. Alterations to reduce the seriousness of these situations should be thoughtfully considered by supts.

Construction and its relation to maintenance was treated by Geoffrey S. Cornish of Amherst and William F. Mitchell of North Sutton, N. H. Whether it is tee or green, rough or fairway, trap or bunker the turf involved has little chance of being better than the degree of care with which such areas are constructed, they said. If soil conditions are good the importance of proper construction may not be obvious at first, but after the turf has aged with heavy play the small errors or oversights will accumulate and magnify inadequate soil preparation.

The presentation developed by Cornish and Mitchell emphasized: (1) features of design that shouldn't be manipulated or changed in order to favor more efficient maintenance; (2) aspects of design which might be considered suitable for alteration in order to reduce maintenance labor costs and; (3) construction practices most important in producing a mature turf which will be most successfully maintained. Further discussion of these topics was handled by a panel made up of Dr. William G. Colby, University of Mass.; Prof. Lawrence S. Dickinson, University of Mass.; Robert Montayne, Supt., Tuxedo Park CC, N. Y.; Dr. J. A. DeFrance, University of Rhode Island. Moderator was Dr. Eliot C. Roberts, University of Mass.

The 150 persons attending the conference