

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

Massachusetts Winter Turf School



Graduates and instructors of the University of Massachusetts' 30th Winter Turf school are pictured here: (1st row): Instructors — K. Kucinski, A. Allen, M. Murkuson, L. Blundell, L. Dickinson, E. Roberts, J. Hanson; (2nd row): Jacques Patroni, T/Sgt. William Lyles, Peter Keane, Leo Brown, Ralph Roberts, Bruce Pickering and Peter Mirkes; (3rd row): John Moore, Robert Tuthill, Robert Heffron, Malcolm Hayes, John Feola, Richard Cook, Alex McGugan and David Miller; (4th row): Charles Abel, John Buijs, Arthur Mueller, Henry Dubiel, Richard Bearor, Walter Lowell, Ross Russell, Thomas Topp and Arthur Mersch.

were greeted by Dean Dale H. Sieling, College of Agriculture and Dr. Roberts. Dean Sieling emphasized the importance of groups such as those attending the conference in helping develop enthusiasm for the many programs sponsored by state universities. These institutions, he said, belong to and are supported by taxpayers and consequently more people should be aware of their many functions. Those interested in fine turf have a responsibility in helping to see that work is continued, developed and expanded to meet the needs of all.

Dickinson Praised

Roberts announced that for the first time in the history of fine turf interests at the University of Mass., someone less familiar than Prof. Dickinson was greeting the group as chairman of the conference. Prof. Dickinson developed a tradition in fine turf at the University which it is hoped will be continued. This year's conference was envisioned as the first of a new series of annual get-togethers. The themes of such meetings, like this one, will be devoted to one general phase of turf work. Such phases as pest controls, watering and irrigation, mowing, fertilization, mechanization of golf course work etc., are possibilities, topics being developed according to their timeliness and importance.

Graduation Exercises

Graduation exercises for the 1956 Winter School for Turf Managers, an annual feature of the conference, were held. Twenty-five men received certificates for satisfactory completion of the eight-week course of instruction. These men represented eleven states and Canada.

At a banquet, following the conference, Prof. Lawrence S. Dickinson was honored for 30 years' service to the greenkeeping profession. Arthur P. Mersh of Clinton, Ia., pres. of the 1956 winter school gave Prof. Dickinson a 400 day clock with appropriate inscription commemorating the occasion.

Billboard Magazine Takes Note Of Upsurge in Golf

A recent issue of *The Billboard*, the amusement industry journal, devoted more than a half page to describing the upsurge in golf, calling it a billion dollar business. The article pointed out that golf has not only become big from a participant standpoint, but is big business in view of the large sum of money spent each year in maintaining private, semi-private and municipal courses and clubs.

The article also traces the growth of driving ranges, Par-3 and miniature courses and gives a detailed description of how each is operated. Cost of equipment, including turf, lights, balls, construction costs and upkeep for all three of these different types of golf amusement centers are dealt with extensively.

Women's Collegiate Tourney

The Purdue University golf course, Lafayette, Ind., will be the scene of the 12th national Women's Collegiate golf tournament which will be held June 11-16.