

BIG BUSINESS IN RESORT PRO SHOP



Jack Archer, left, is pro at Lachute (Que., Can.) G&CC where there is a lot of resort play and a large volume of shop business. Howard Thorn (right) is on Archer's staff of assistants, along with Mac Cairns, Paul Pilon and Paul Tougas.

Paul Hahn, who was a fine home club pro businessman before he became a touring trick shot star, says Archer's shop is one of the most attractive he's seen. There is grasslike matting on the bottom of the showcase, adding interest to the displays.

The circular club, bag, shirt and sweater display in the center of the shop is a busy salesman.

Entrances to men's and ladies' lockerrooms are off the pro shop.

Wool blankets and wool garments made by famous Canadian outfits account for a big volume of shop sales. That may be tip-off to other resort pro shops to the possibility of local specialty products as sidelines in the shops.

Golf Growth at Firestone Brings Swanky Clubhouse

FIRESTONE Tire and Rubber Co., Akron, O., presents an exhibit of the great progress in industrial golf which now has employees of numerous excellently managed corporations provided with clubhouses and courses that are in a class with the finest private club facilities in the respective communities.

Company policy accounting for the high standard of the company-employee joint enterprises was voiced by R. W. Elsass, president of the board of trustees of the Firestone CC when the latest stage of its clubhouse improvement campaign was completed. Elsass said: "The building enlargement and beautification campaign was undertaken primarily, of course, to add to the enjoyment of Firestone em-

ployee members and their families. Another reason was that we all want our guests to be with us under conditions that tactfully impress them with the fine character of the Firestone family."

The idea is sound as officials of other corporations and their employees also have learned. The guest who sees a first class corporation country club goes away to become a most valuable propagandist for the company.

Improvements and additions recently completed at the Firestone club include a sun deck, glass-walled patio twice the size of the old sunroom, and modern women's locker rooms. The addition to the pro shop, which will be completed this month, will double its size.

Recommendations for a more beautiful and spacious clubhouse were started late