

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 salesmaker.

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

in 1951 when membership was rising at a rapid rate. "Realizing the necessity of an enlarged clubhouse if the country club was to keep pace with the company's growth, the board submitted its request and soon drawings and approvals were made," said Elsass. Membership in the club in 1946 was 328; by 1951 the figure had jumped to 417, and the present membership is 554, including family, ladies, tennis and social memberships.

The new patio was officially opened at the New Year's Eve party, attended by 250 people. Formerly 130 members were all that could be accommodated.

"We now have the facilities for serving dinner on a family basis, and our trend is toward making the country club a place not only for employees, but also for their families and friends, too. Instead of having just a golf club, we are striving for a club where a member's wife and children are welcome and where they can benefit from membership," Elsass said. Regular Friday-night fish dinners and Sunday buffet dinners welcome the whole family.

In the women's locker room, new showers and a new powder room have been installed. The sun deck, picturesque with umbrella-covered tables and chaise lounges, has become a popular spot for sun bathing and relaxing.

The pro shop addition, when completed, will provide space for all members to store their clubs and carts. A larger sales and display room will enable members to receive better service in their selection of golf equipment and accessories.

A practice pitching green has been added this year to the practice driving range and putting green. Besides the 18-hole course, two tennis courts complete the facilities at the Firestone club.

100 Club Plan Builds Pool, Boosts Membership at Mesa

By DEAN SMITH

BECAUSE the members of Mesa (Ariz.) BCC, wanted a swimming pool completed before a year's swimming season was over—and were willing to lend the club the money for it—they got their pool in just 15 working days after it was started.

They gave most of the credit for organizing the project and pushing it to completion to Pete Wansa, who doubles as the club's pro and manager.

Ever since the Mesa club was started in 1949, members had been talking about a

swimming pool. But a lot of other things had to be accomplished, first. To begin with, the site chosen for the golf course was an old city dumping ground a mile north of the city—without a water supply. It took months of cooperative effort to clear the land, sink a deep well, and prepare the original nine-hole course for planting. Building the clubhouse and the addition of 9 additional holes, the latter finished in 1952, took more time, money, and effort.

Early in the summer of 1953 Wansa organized a "100 Club," composed of club members who were willing to lend \$100 each on a long-range basis, with no interest and with the understanding that the money would be repaid at some future date when club surpluses made repayment possible. The funds were used to build an \$11,000 swimming pool.

Natural terrain features and the cooperation of the Salt River Valley Water Users Assn., which supplies central Arizona with irrigation water, came to the aid of Wansa and the club swimming pool planners. The Water Users had a deep well and pump about 400 ft. from the site of the proposed pool, and some 30 ft. higher. Another 600 ft. from the pool, in the opposite direction, the Water Users had a small irrigation reservoir.

The situation was a natural. If the Water Users would allow the club to pipe water down the incline from their pump to the pool, and then pipe it from the other end of the pool into the reservoir—about 60 ft. lower—the pool would have a constantly changing supply of fresh well water and the Water Users would be losing no water in the process.

Would the Water Users allow that? When Wansa and a committee from the club proposed the idea to the association, the Water Users were a bit cool to the proposal. If they allowed the Mesa CC to use their facilities, they would have to do so for any other group that made a similar request. But the Water Users finally relented and the project was approved.

Ed Ast, Scottsdale, Ariz., contractor who has constructed swimming pools all over central Arizona in recent years, was given the Mesa job. Ast told the Mesans that the usual time required for building a 30 x 75-ft. pool of the type they proposed was 45 to 60 days. As it turned out, because no recirculating system was required and because subcontractors did their work with unusual speed, only 15 working days were consumed.