



Pictured above are practice tees at one of the Southwest's most beautiful and successful driving ranges—that of the Airport Fairways, in Albuquerque, N. Mex. C. J. (Chuck) Smith is manager and owner of the layout, and reports business has been good throughout the year. Equipment includes 10,000 golf balls, and 25 driving tees. Notice the mountain 'target' in the background.

accommodate their market better by selling clubs singly or in sets. The right answer probably is a thoughtful balance of sales effort on sets and on single clubs.

Some people believe that the tremendous spending for defense will more than offset the heavy tax drag on golf business. In such case there should be no special difficulty in selling all club sets available.

Defense plant wages already have boomed business of public course pros although these pros usually have stores as keener competition than the pro feels at the majority of private courses.

At the public courses one sees another great change that has taken place in pro golf. Fifteen years ago the public course pro job was regarded by the pro at the private club almost in the light of a dog catcher's job. Few of the boys thought of the public course golf traffic in Woolworth terms. But the pros who did see that a public course 85,000 rounds a year afforded a steadier chance for pro income than the 14,000 round annual average at 18-hole private clubs, set themselves into some enviable jobs.

Generally though, it must be admitted that pro golf missed a bet on the public and fee courses with the result being that in too few places is expert, alert and thorough pro service offered at the fee courses. This despite the fact that first class pro service can be the biggest business-drawing and advertising factor of a public course next to the character and condition of the course itself. Such many course pros as Bill Hickey at Pasadena, Harry Railsback at Kansas City, Ed Duwe at St. Louis and Red Strauss at Cincinnati are a few of the standouts

many course pros whose handling of their jobs sets a high standard in community recreation service. If pro recognition and publicity of the demonstrated value of such men had been greater, pro earning possibilities at municipal and fee courses would be much better than at present.

Now, considering the approximately 1,000,000 high school and college golfers receiving golf primary instruction, there are about 5/6th of all American golfers whose play is not as members of private clubs. That's something for the pro to think about in planning his present and future work.

In the case of numerous older pros accent has been placed on the greenkeeping part of their work. It has been largely on account of seeing close-ups of greenkeeping short courses that the PGA has placed more emphasis on educational sessions. Both at Purdue and at the University of Minnesota the highly profitable pro educational conferences have been established after successful experience with greenkeeping short courses. At Minnesota the pro course was pushed by younger men who had attended the school. The youngsters had 100% endorsement and help from the older men in Minnesota pro golf.

At Purdue and Minnesota much attention was devoted to the problem of quickening the rate of pro instruction results. The pro has seen, during the latest depression, that the man or woman who scores well manages to retain golf club membership and a frequent playing schedule despite reduced income. Therefore better scoring looms as No. 1 among pros' plans for earnings defense.

With but few exceptions the clubs where there are the highest percentages