

the sort of golf jobs that will be available in rather large numbers after the war.

"The merchandising problem for the pro after the war, I believe," says Carroll, "will be solved to a considerable extent by offering his players something that he can't get downtown. But that offering of stock will have to include a wise price range in order to get the pros' good share of business on a basis of probably cheaper golf than we knew in days before the war, and to prevent building up a general public idea that pro shops always charge more than downtown stores. The latter misconception cost the pros millions in sales and gave the stores an opening for cut-price sales that they balanced by selling other merchandise at long profits to the golfers drawn into the stores."

A conservative, but hopeful view of the post-war situation for pro golf is taken by the veteran Alex G. McKay, Edgewood CC, Charleston, W. Va., who's well known as a pro, greenkeeper and course architect. McKay says:

"At the present time there is a tendency toward employing a general manager at many clubs. This may be due in part to the help shortage. I believe that many pros are fully qualified to serve as general managers. However, a great deal depends on the help that is available. A good chef is an asset to any club and can be of great help to any manager. I do not think that there will be any large increase in salaries, except that the general man-

ager is furnished living quarters and food by the club.

"Post-war will probably attract many pros who are not qualified as such, but I do not think that this will harm the pro business since an experienced pro can give the club much better service than one who is not qualified. The objection to inexperienced newcomers is that they generally accept positions at cut rate salaries and by the time deficiencies are discovered the job is established as a cheap one.

"Post-war expansion will undoubtedly bring in many new players. I do not think that there will be any big rush of players, but rather a general increase over a period of two or three years. It will take that time for servicemen to establish themselves in business and the community. My experience in merchandising of clubs is that the players who play a fair game buy their supplies from the pros. Old players can help pros a great deal by suggesting to the newcomers that it pays in the end to get clubs and other supplies at the pro shop. Any pro whose members spread this feeling among new members will have no worries about holding his own with the stores."

* * *

Otto G. Hackbarth, veteran of the Cincinnati CC, believes that the postwar period won't involve much of a change for the pros at the leading established clubs. The competent solid men will ad-

SAFETY FIRST BY THE RIVER BANK



To keep from losing golf balls in the Chicago river, at the Tam O'Shanter CC, these maidens have the ball on a fish-line and reel. The reel's held by Ruth Geduldig. Nancy Dreesen holds the line and Dorothy May, daughter of George S. May, club president, prepares to whack the ball in confidence.