

Inventory for Sales Volume

Perhaps the answer to a part of his large following is the fact that he maintains such a large and varied inventory. He showed unusual foresight at the outset of World War II. He had on stock more than 1,000 dozen golf balls at the time of Pearl Harbor, and through careful rationing he was able to supply the needs of both members and non-members. He had clubs for sale throughout the war, too.

While his pro shop profits run into handsome figures, Hackbarth is also retained by the club on a salary basis. It has been a successful arrangement.

"In 40 years I have never failed to discount a bill," he declares.

While he occasionally tours his 6,400-yard par-71 layout in 75 or better, no mean performance for a man of 63 years, Hackbarth has never been much of a playing pro.

"My time has been devoted to developing golfers, catering to their needs, and creating interest in the game," he says. "I have had little time for tournaments except for the winter senior events in Florida. Fifteen pros have served apprenticeship in my shop, the most prominent being E. J. ("Dutch") Harrison. Virtually all Arkansas pros are products of this club."

"Hack" stages an average of three ama-

teur tournaments a year at his club, including an invitational that ranks among the Southwest's best, and often is called upon to direct meets for other clubs over the state.

Hackbarth feels that the opportunity for the golf professional is not on the winter or summer tournament tour, but right in his home club. He is himself testimony to his belief.

He was asked if he would encourage a young fellow with a golfing bent to take up the life of a professional.

"I would if he would take pains to get started correctly," he replied. "It's not just a matter of hitting the ball 250 yards or better, or scoring around par. Most young pros make their mistakes in not learning all the details of the game from the ground up, that ground being his greens, his fairways, and his shop. They don't wade into the business fundamentals that are so important in the running of a successful pro shop."

He could have long ago, but Hackbarth has entertained no thoughts of retiring. As able and quick as many men his junior by years, he can look forward to years of operations at his same old stand.

"And besides," he points out, "what would I do with myself? Golf is the only thing I know."

ATLANTA'S NEW PEACHTREE GOLF COURSE TO OPEN SOON



Dr. Fred Grau, USGA Greens Section Director, left, is being shown features of Atlanta's new Peachtree Golf Course by T. R. Garlington with Robt. T. Jones, Jr. looking on. The new layout now nearing completion is on the old Ashford estate near Atlanta, Ga.