

## Golf Historical Society

### **Pico Fairway, 1929 (Driving Range)**

by J.I.B. Jones



*Pico Fairway*

**W**hat a fabulous photo! Taken on August 13, 1933, it shows Pico Fairway on the north east corner of La Cienega and Pico Boulevards.

Pico Boulevard is on the right, and La Cienega Boulevard runs across the photo. In the background you can see the legendary Carthay Theater at Crescent Heights and San Vicente.

It's look's like they only have one customer on this day. He's wearing white trousers (just under the right side of the theater).

Although that could be a staff member's car...

Started by Al Crowley in 1929, on leased land, Pico Fairway was *"200 feet wide and runs to a depth of 900 feet"*.



*Pico Fairway driving range with targets*

It was one of the great teaching centers for golf in Los Angeles, with regular exhibitions by the great and famous.

Babe Didrickson and Stan Kertes did an exhibition on August 23, 1933.

**Pico Fairway** was a main player in the success of driving ranges in Los Angeles. It was definitely cheaper to hit balls than pay green fees or join a club, which became very important after the depression.

Over the years, many famous golfers, including Al Crowley, Bill Jellife, Stan Kertes, Clarence Manville, and Harry Pressler, graced the instructor zone at Pico Fairway.



*Pico Fairway driving range pro shop and office*

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