

of whom are non-employees of the company; among them are company officials' wives.

There are 6 stands with cocoa mats for group swinging with cotton balls for about half an hour before going into the net. In this way, even with 10 people in a class, all get enough individual instruction to keep interest and enthusiasm high. Results are very satisfactory to the pro and his pupils.

Free instruction charts as provided by PROMotion are used by Gordon in his classes and have been found very helpful. The series of lessons started with pitch shots. Gordon says that 60% of the pupils never have had golf lessons previously and have told him that they have long wanted to play golf but never has instruction been made convenient for them. From results to date, he believes that the pupils will graduate onto the courses this spring numerous golfers who will have remarkable first years at the game.

Every evening at 5:15 and 6:15 Monday through Friday he has classes; the Tuesday and Wednesday 5:15 classes being for girl employees. Tuesday, Wednesday and Friday he has classes at 7:15 and 8:15. Recently he has had to start classes at 10 and 11 A. M. on Saturdays for the children of employees. The 7:15 and 8:15 classes are mixed classes of company male employees and their wives.

From the company viewpoint the indoor golf has been one of the most satisfactory of all indoor recreation enterprises, and Gordon is highly pleased with the winter income without overhead and the new contacts he makes for selling playing equipment. Illustrated publicity in the company's house organ has been given the indoor classes and word-of-mouth publicity has been so strong that additional time for the group classes is to be scheduled.

Credit Assistant With Assist in Pro Success Box Score

WEBB GILBERT, pro, who makes a business of handling the pro department's member service at the Topeka, Kan., CC, is credited by competent observers with doing one of the country's best jobs of merchandising golf satisfaction.

Gilbert modestly attributes a good part of the success with which the Topeka pro department is handled to two main factors. The first factor, that of being with a club

that is in sound financial condition and run on a businesslike basis, probably is responsible for Gilbert's selection as pro. He tips off the situation by commenting, "I never have been around a club where they have a better bunch of fellows to work for and with than they have here." That "for and with" is the combination pros seek.

The other element in the Gilbert success story is the credit he gives his assistant, L. J. (Dutch) McClellan. Of Dutch, Gilbert says:

"He knows all departments of the business and is a particularly good instructor and salesman. If I want to go to a tournament, play with some of my members, or am busy teaching, I know the business is going to be handled as it should be.

"There are a lot of pros out of jobs, or located where they can hardly make a living. It seems to me the pros who are located at good clubs would be much better off to hire some of these boys as assistants instead of hiring some boy out of his caddie ranks. As you know, it is easier to get a job if you have one and this would afford a good opportunity for these boys to step into a good job. The pro could afford to pay them considerably better than some caddie, because they would get him a lot of business he loses when he is teaching and playing."

Of course the other side of that is the risk of a double-cross by an assistant who may devote more time to trying to get the job of the pro who hired him than to the task of giving the pro cooperation in thoroughly expert handling of the pro department at all times. This sifts down to exercise of canny judgment in selecting the right fellow.

Gilbert's comment on assistants touches a subject that again is coming in for serious study by pro leaders. Numerous thoughtful pros have expressed the opinion that one trouble with the pro job situation today is that many pros don't give the same care to selection, training and reward of assistants that was the order of the day previously.

On the subject of stocks and golf development at the Topeka club, Gilbert comments tersely:

"I try to carry a stock of merchandise large enough to fill any reasonable request. I believe you have a much better chance to make a sale if you have the merchandise on hand, and I don't like the idea of telling a prospective customer that I can order it for him."