



Dick Wilson, golf course architect, and Tommy Bryant, pro, from NCR clubhouse porch talk about the golf they'll see on the rugged South course, which lies beyond the then unfinished clubhouse area lawn.

an opportunity to play the course will be testifying to its championship specifications. Paul Hahn whose trick shot exhibition was a feature of the opening day program is the first of the nomadic pro celebrities spreading the story of NCR's great new golf plant.

Industrial golf had its beginning in the U. S. at the course the Oneida (N. Y.) Community started in 1896. It has reached high status among all American golf operations. Clubs operated by employees and management of companies noted for efficient and harmonious operation have golf establishments comparing favorably with exclusive private clubs — and at a lot less cost to golfers. Among this select company NCR workers now take a proud place.

Sargent Sets Successful Plan for Women's Class

THE PATTERN for a highly successful women's class program has been established at East Lake CC, Atlanta, Ga., by professional Harold Sargent and his assistant, Frank Clark.

The schedule was six free class lessons on consecutive Fridays. On Wednesdays the East Lake Women's golf organization welcomed the newer golfers, helped them with rules, acquainted them with golf etiquette and play procedure and went around the course with the beginners to help them select clubs for the shots and in general induct them into play.

Sargent's schedule was carefully planned.

In the first lesson he explained that golf would take some effort, mental and physical. The class members were warned that they might feel as though they were the most inept women who ever ventured into golf but that should not discourage them as almost anyone who started might feel the same way. Sargent made it plain that fanning the ball now and then was to be expected in the earlier stages.

Sargent and Clark were very careful to keep the beginning women encouraged; they had to be far more delicate than with junior classes but at the same time insisted the instructions be followed.

Each of the almost 60 women who participated in the classes hit shots under supervision for about 5 minutes during each of the lessons. Sargent is positive they got much more good out of hitting shots than from group swinging of clubs.

After they'd got around the course with the experienced women golfers on Wednesdays, part of the group time the following Friday would be devoted to asking each beginning woman what gave her the most difficulty. Then the lesson would answer those problems.

Of the 60 women who started in the class 30 became quite regular golfers. Many of them are private lesson pupils. Sales of ten new sets and several sets of used clubs were direct results of the class lessons.

Sargent believes the class lesson idea went over so well because women's sound business and shopping instinct has them reluctant to spend much money getting into golf until they are sure they'll like it. The free lesson idea is the sampling method that merchandises so well to women, being applied to golf.

The grouping of beginners also had the attraction of being free from embarrassment as all the beginners were in the same boat. It had the further psychological appeal of joining other women in a smart activity.

The class lessons were held in the fall when the women's children were in school, the weather was wonderful, and the pro staff wasn't as busy as in spring.

Husbands of the women who were in the classes were happy about the deal. So were East Lake officials who, like officials of most clubs, desire to have the club appeal to the entire family and give club membership a broad, strong foundation.

The class will be repeated this fall and with the enthusiastic vocal advertising of members of the first group it is certain this autumn's class will be even larger than the initial roster.