

AMERICA'S FINEST GOLF PRACTICE NET

made with United States Rubber Company's shock absorbent ENSOLITE

—a tough expanded cellular plastic pad sewed to heavy duck and designed to withstand the terrific impact of high velocity drives. Prevents ball rebound.

- Easy to set up—INSIDE OR OUTSIDE • Back drop 8' wide 9' high • Ensolite pad 4' x 6' • Side nets 8' x 9' \$98.00 F.O.B. Factory
- 8'x9' back drop and Ensolite Pad, without side nets \$69.50 F.O.B.

Please enclose check, money order or purchase order.

SOUTH BEND PRODUCTS SALES

1422½ Mishawaka Ave. South Bend, Indiana



Leading Country Clubs
Use South Bend Golf Practice Nets

1958 Golfdom Editorial Index

Assistants' Department

Smart Young Pros Justify PGA School Operation	Herb Graffis	Feb. 28
Schedule Third PGA Assistant's School for January		July 38

Book Reviews

How to Think and Swing Like a Champion	Dick Mayer	May 48
U. S. Golfer's Annual Handbook		May 48
The Management of Clubs	Harry J. Fawcett	May 48
Better Golf Through Better Practice	Jules Platte & Herb Graffis	July 60

Club Operation

Congressional Adopts New Membership Plan		Jan. 24
Metropolitan Club Survey is Comprehensive Report		Feb. 38
You Shouldn't Be Without A Pool	Henry Holt	Apr. 39
Walpole Survey Brings Members into Act		Apr. 78
North Olmsted — Model of 9-Hole Operation		May 32
9 Club Activities Covered in Chicago District Report		June 30
Discuss Superintendent's Value to Club		July 29
Horwath Gives Breakdown on Club Operation Costs		Sept. 46

Conventions & Conferences

GCSA Set to Move on Washington		Jan. 38
90 Supts. Attend Midwest Clinic		Jan. 46
Central Plains Holds 3-Day Meet		Jan. 46
CMAA St. Louis Conference Program Completed		Feb. 62
New Attendance Record for GCSA at Washington Convention	Joe E. Doan	Mar. 37
Chaney Elected Head of CMAA		Mar. 110
200 Attend RCGA Turf Conference		Apr. 44
Iowa State Holds 24th Short Course		Apr. 44
Chickasaw Host to Southern Supts.		Apr. 44
534 at Purdue Conference		Apr. 46
Attendance at Penn State High		Apr. 46
Florida Turf Meeting		Oct. 48
Midwest Field Days		Oct. 50
Ohio Turf Conference		Oct. 104

Construction

Total Budget Costs in Club Construction	Geoffrey S. Cornish	Apr. 80
Architect Calls for Re-Examination of Course Construction	Charles B. Schaestock	Sept. 19
Tax Repeal Will Boom Course Building		Oct. 36

General

International Comes into Own in Japanese Matches		Jan. 34
Golf Day 1957 Net Is \$56,421		Jan. 51
1957 Golf Club Sales Show Two Per Cent Increase		Feb. 30

1914 **FULNAME** 1958
Original Ball Marker
The rolling die does it!

3 TYPE SIZES

Small — Medium — Large

Box 178

Cincinnati 6, Ohio

Madison Educates Its Young Golfers		Feb. 60
Golf Is Big Business in Los Angeles	Verne Wickham	Mar. 66
2,738,162 Doz. Balls Sold in '57		Mar. 90
Golf for 8 Million High School Kids		May 52
Foundation Gives Optimistic Report on Course Growth		May 60
Athletic Goods Census for 1957		May 62
Golf Sales Forge Ahead	Herb Graffis	June 27
Golf Goes Up the Mountain at Grand Marais	Bill Sherman	June 60
Reck Island's Golf Lodge		June 70
Big Dreams, Small Capital Bring Course to Barboursville	Don Hatfield	June 76
Water! It's Feast or Famine on Courses in West		
	Omer Crane	July 48
L. S. Dickinson, Turf School Founder, Retires		Sept. 45
Future Masters		Sept. 54
Manufacturers Happy With '58		Oct. 33

Golf Law

Court Rules Club Is Non-Profit Corp.	William Jabine	Mar. 104
California Court Says Club, Not Player, Is Caddy's Employer	William Jabine	Apr. 70
Golfer Denied Relief When Hit by Member of His Foursome	William Jabine	May 36
Court Rules Course Creek Is Not Attractive Nuisance	William Jabine	June 40
Golfer Not Guilty of Negligence on Freak Shot		
	William Jabine	July 50

Golf Cars

How About Golf Cars?	George Nivel	Mar. 51
Golfdom's Golf Car Survey		Mar. 52-53
Golf Cars Go Under Cover		Oct. 80

KEN Shop Supplies

Help You Give Better Service



ALUMINUM SANDING CONE

A real time saver in any Pro shop; enables you to turn out real professional quality work. Very useful in removing old finish from wood heads and sanding new wood heads before finishing. Made entirely of metal; lasts a lifetime.

Other Useful KEN Shop Supplies

All Ellingham Tools; Grip Conditioners; Stains, Lacquers, Adhesives; Golf Club Scales—Official, Lyrhythmic and Prorythmic; Grips, Listing, Whipping; Shafts, Collars, Plugs, Sheathing; Buffing and Cleaning supplies; All other shop needs.

Write for handy SHOP SUPPLY LIST

Kenneth Smith

GOLF CLUBS Hand made to fit You

BOX 41-GM, KANSAS CITY 41, MO.

World's Largest Custom Club Maker

LUCKY 711

'the best golf
glove ever
produced'



Designed and tested by Freddie Haas

'Sanvilized'® using Dupont 'Quilon'

- Only glove available in Regular, Slim, Cadet models to fit all hands.
- Washable • All Colors
- 'Air Conditioned'
- Water Repellant
- Snap back for easy put on, take off

Representatives wanted for complete line of gloves, club covers.

SANVILLE GLOVES, Inc.

JOHNSTOWN, N. Y.

Professional

Sargent Is New PGA Head	Herb Graffia Jan. 21
PGA Teaching, Merchandising Sessions	Jan. 26
Summary of Speech by Dick Mayer	26
Otto Dutra	27
E. W. Elliott	30
Rinaldo Spagnoletti	30
Paul Runyan	32
Paul Hahn	32
Aycock's Record Distinguished by Great Accomplishments	Jan. 33
Come Rain or Shine — Pros Plan to be Ready	Feb. 23
Philadelphia Section Sponsors Spring Show	Feb. 24
USGA Says Pros Can't Split Open Prizes	Feb. 35
Keep Shop Simple, Uncolored	Al Robbins Feb. 46
Buying, Taxes, Public Relations in Pro Operation	Feb. 48
Summary of Speech by Stephen C. Bilheimer	48
Shirley Spork	48
Bob Walcott, Jr.	52
Kenneth Lake	53
Dale Anderson	78
Frequent Display Changes Boost Apple Valley Sales	Feb. 53
How Urzetta Makes Every Merchandise Shot Count	Mar. 46
Things Pro Should Know About Bank Credit	W. V. Register Mar. 50
More Lessons from Long Beach	Mar. 60
Summary of Speech by Ted Daxter	60
Guy Bellitt	62
Paul Sprinz	62
Danger in Guessing Pro Revenue	Herb Graffia Mar. 72
Five Impressions That Bring Pro Sales	George Aubach Mar. 107
Good Public Relations Job Vital in Pro Success	Eddie Duino Apr. 35
Wants Practical College Training for Pros	George Dawson Apr. 42
Gloom Out-Dollars In at Revolta Shop	Herb Graffia Apr. 50
May Decision \$210,000 Blow to Pros	Apr. 84
British Pro Studies Swing, Then Makes Sales	Apr. 88
Need Large Stock for Public Course Operation	Chuck Curtis May 26
Correct Display Sells Golf Shoes	Al Robbins May 30
Warms of Returned Goods Danger to Pro Business	May 38
Caudill Makes Career of Pro Merchandising	May 46
Strictly Professional—Hints for the Pro	June 32
Pro Shop Must Be Advertised	Don Perne June 38
Carman Gets Fast Start at Buena Vista	June 58
Dennison Gives Variety, Gets Volume	July 34
Two Week Limit on Holding Trade-In Clubs	Jackson Bradley July 42
PGA Pros Help Run Seminar for Graduate Students	July 44
Strictly Professional — Hints for the Pro	July 52
Common Sense of Pro Shop Selling (Part I)	George Aubach Aug. 25
Runyan and His Two Specialists	Chuck Curtis Aug. 29
Sell Yourself — Sell Your Product	Aug. 38
Why I Help to Put Over High School Programs	Ralph Krueger Aug. 48
How to Step Up Shop Sales to Women	Mrs. Joe Moore, Jr. Sept. 22
Harry Chitz — Perpetual Man in Motion	Sept. 34
Many Pros Work to Extend Length of Season	Sept. 38
Common Sense of Pro Shop Selling (Part II)	George Aubach Sept. 44
Push Yet to Come in Women's Sales	Oct. 40
Hunter & Hunter Have Merchandising Knack	Bill Sherman Oct. 62
Pro Merchandising	Dick Tarlow Oct. 68

Turf Management

1957 Turf Roundup	O. J. Noer & Fred Grau Jan. 46
Discuss Course Cost Cutting at Green Section Meeting	Feb. 26
Best Greens in Nashville	O. J. Noer Feb. 32
Work Goes Smoothly in Roomy Equipment Building	Clyde Young Feb. 34
Grau's Answers — Lawn Clinics	Fred V. Grau Feb. 44
Turf Management Literature	Feb. 64
Grau's Answers — Fertilizer Programs, Management Practices	Fred V. Grau Mar. 54
What They Told Supts. at Washington	Apr. 56
Summary of Speech by Merrill Whittlesey	56
Ralph E. Engel	58
O. R. Lunt	60
Tom Mascaro	64
H. B. Couch	64
J. R. Watson, Jr.	79
Grau's Answers — Lawn Clinics	Fred V. Grau Apr. 74
Fertilizer Programs, Management Practices	May 23
GCBA Convention Speeches	May 40
Summary of Speech by Leopold V. Freudberg	40
James M. Latham	40
J. A. DeFrance	79
Roy W. Nelson	83

How Flynn Gives Greens Quick Spray ...	O. J. Neer	June 34
How We Saved the Turf at North Hamstead	Joe Sylvester	June 46
Grau's Answers — Don't Drown the Grass	Fred V. Grau	June 50
Gibberellin Acid Shows Promise as Turf Regulator	Felix V. Juska	June 64
How Chlorotic Grass Responded to Iron Sulphate	O. J. Neer	July 40
Grau's Answers — Keeping Out of the Way	Fred V. Grau	July 54
Golf Course Irrigation (Part I)	C.E. (Scotty) Stewart	Aug. 27
Pollock Prevailed in Spite of Rain, Heat, Humidity		Aug. 32
Grau's Answers — Practice Vs. Proved Principles	Fred V. Grau	Aug. 44
Protection for Drivers	O. J. Neer	Sept. 24
Golf Course Irrigation (Part II)	C. E. (Scotty) Stewart	Sept. 28
Grau's Answers — Teat Nurseries	Fred V. Grau	Sept. 48
Unlimited Budget: Supt's Dream	Neer & Grau	Oct. 44
Turf Roundup for 1958	Neer & Grau	Oct. 54-55
Golf Course Irrigation (Part III)	C. E. (Scotty) Stewart	Oct. 74

Oak Hills Puts Suggested Improvements Into Force

In order to improve general club service, Oak Hill CC, San Antonio, Tex., recently polled its membership to find out how this could be done. As a result of suggestions received through the survey, the following changes, the first of several that will be put into force, have been made:

A direct telephone line to the 19th hole was installed. Complaints about the telephone service at the club had been numerous, particularly on after-office-hour calls and calls made to the 19th hole.

Service at the 19th hole was improved by hiring more help during peak periods.

Parking was improved through new curb markings and signs.

Supervision at No. 1 and No. 10 tees has been improved.

In the estimation of many authorities in the club management field, improvement of services and facilities at clubs has lagged behind maintenance of the course and pro shop service. Probably this is because many details of good service are neglected because they are considered inconsequential. As the Oak Hills and other surveys show, members are quite concerned with the way in which the simple, everyday routine is handled.

"If you are not on our mailing list, you miss valuable reference information on Golf & Grounds upkeep", says Clinton KENT Bradley, Box 2, Wayne, N. J. "Just put name, address, Club & title on postcard to join."

Adv.

... Never
broke a
hundred
till he
started wearing ...



* **RIPPLE®**
Sole
Golf Shoes



PRO-SHU by
Howard & Foster Co., Inc.

Well, the Pro's lessons helped, too. But it's amazing what a difference RIPPLE® Soles will make in your game. Springy rubber "cushions" propel you forward with a lighter step, take the load off leg muscles, give you heel-to-toe balance for crisp, clean shots.

From car to clubhouse to course, no need to change when you wear RIPPLE® Sole golf shoes, either!

Ask your Pro about them ...
or write for FREE folder
of smart RIPPLE® Sole styles

*TM — RIPPLE SOLE CORP.

RIPPLE SOLE CORPORATION
537 Mutual Building
Detroit 26, Mich.