



Master-Matching, an exclusive H & B procedure for manufacturing golf clubs, has made Power-Bilts famous as the finest feeling clubs in golf.

Difficult shots, such as this sharp side bill lie require the ultimate in precision both on the part of the player and the clubs he uses.

When you need to concentrate most

Master Matching pays off!

Master-Matching helps the golfer to execute good shots with greater consistency because each club in a Power-Bilt set feels and swings alike. This *sameness of feel* frees the player's mind of distractions, aids concentration so that he is able to approach *any shot* with boldness and confidence.

As a pro, good golf is your first responsibility—to make your job easier is ours!

HILLERICH & BRADSBY CO., LOUISVILLE, KENTUCKY



Power-Bilt

GOLF CLUBS

*Master Matched for Perfect
Feel and Balance . . .*

TORO



Close-cutting champion of the greens

Continuous design improvement has made the Toro 21st Power Greensmower what it is today: the closer-cutting greensmower that throws *more* clippings into the grass box.

Try it and you'll see. Compare it with any other greensmower on the market. See the difference—*feel* the difference yourself in an actual side-by-side test.

Look over the completely enclosed bearings and differential... the easily accessible controls for reel and traction... the 2½ hp 4-cycle engine. Think of the low maintenance cost—

the optional Toro features like the nap-removing comb and brush that prevents matting—the choice of 3-section, 2-section, straight or serrated roller.

Remember: the Toro greensmower is backed by the service system recognized as the finest in the power mower industry. You always get Toro parts *fast* from your nearby Toro distributor who is listed on the next page, for your convenience. Ask for a competitive demonstration and you'll be convinced that the Toro Greensmower is the best you can buy!

TORO

TORO MANUFACTURING CORPORATION, 3065 SNELLING AVENUE, MINNEAPOLIS 6, MINNESOTA

TORO

Authorized Distributors

dence, R. I. Delaware: Philadelphia Toro Co., Philadelphia, Pa.; Baltimore Toro, Baltimore, Md. District of Columbia: Nat'l Capitol Toro, Silver Spring, Md. Florida: Zaua Equip. Co., Jacksonville; Hector Supply Co., Miami; McGowin-Lyons Hdw. Co., Mobile, Ala. Georgia: Toro & Turf Supply Co., Atlanta; Zaua Equip. Co., Jacksonville, Fla. Idaho: Washington Turf & Toro Co., Seattle, Wash.; Salt Lake Hdw. Co., Salt Lake City, Utah. Illinois: George A. Davis Inc., Chicago; Melsel Dist. Co., St. Louis, Mo.; Tri-State Toro Co., Davenport, Iowa; Scruggs-Drake Equip. Co., Decatur; Heldt Monroe Co., Evansville, Ind.; Drake Scruggs Equipment Co., Springfield, Indiana; George A. Davis, Inc., Chicago, Ill.; Heldt Monroe Co., Evansville; A. H. Heine Co., Fort Wayne; Kenney Mach. Co., Indianapolis; B. K. Cohee Co., Montgomery, Ohio; Bunton Seed Co., Louisville, Ky. Iowa: Tri-State Toro Co., Davenport; Z. W. Credle Co., Omaha, Neb. Kansas: Turf Equip. Co., Inc., Kansas City, Mo. Kentucky: Louis Impl. Co., Inc., Lexington; B. K. Cohee, Montgomery, Ohio; Heldt Monroe Co., Evansville, Ind.; Bunton Seed Co., Louisville, Ky.; Van Zandt Supply Co., Huntington, W. Va. Louisiana: Whalen Toro Co., New Orleans; Gustine Sales and Service Co., Shreveport, Maine: Phillip R. Yerxa, South Portland, Maryland: Baltimore Toro Co., Balt.; Nat'l Capitol Toro, Silver Spring, Massachusetts: Springfield Toro Co., Agawam; The Clapper Co., West Newton, Michigan: R. L. Ryerson Co., Milwaukee, Wis.; C. E. Anderson Co., Royal Oak; Spartan Distrs., Sparta, Minnesota: Minnesota Toro Inc., Mpls. Mississippi: Chuctaw, Inc., Memphis, Tenn.; McGowin-Lyons Hdw. Co., Mobile, Ala.; Whalen Toro Co., New Orleans, La. Missouri: Melsel Dist. Co., St. Louis; Turf Equip. Co., Kansas City 2; Harry Cooper Supply, Springfield, Montana: Montana Toro Sales Co., Billings; Manions, Kallspell; Salt Lake Hdw. Co., Salt Lake City, Utah, Nebraska: Z. W. Credle, Omaha, Nevada: Salt Lake Hdw. Co., Salt Lake City, Utah; Calif. Toro Co., San Francisco, Cal. New Hampshire: The Clapper Co., West Newton, Mass. New Jersey: Toro Equip. Co., White Plains, N. Y.; Phila. Toro Co., Phila., Pa. New Mexico: The Myers Co., Roswell; Colorado Toro Co., Denver, Colo.; Salt Lake Hdw. Co., Salt Lake City, Utah. New York: Eaton Equip. Co., Hamburg; Hudson Toro Sales Co., Latham; Chas. E. Lennox & Sons, Liberty; Haverstick Toro Sales Corp., Rochester; James H. Lynch, Southampton; Golf & Tractor Equip. Corp., Syracuse; Toro Equip. Co., Inc., White Plains. North Carolina: E. J. Smith & Sons Co., Charlotte. North Dakota: Minn. Toro Inc., Mpls., Minn. Ohio: Ohio Toro Co., Cleveland; Woodin Sales Co., Columbus; R. L. Shane Co., Dayton; B. K. Cohee Co., Montgomery; Recht Supply Co., Toledo; Van Zandt Supply Co., Huntington, W. Va. Oklahoma: Bob Dunning-Jones, Inc., Tulsa. Oregon: Western Golf Course Supply Co., Portland; Salt Lake Hdw. Co., Salt Lake City, Utah. Pennsylvania: Eaton Equip. Co., Hamburg, N. Y.; Chas. E. Lennox & Son, Liberty, N. Y.; Philadelphia Toro Co., Phila.; Penn Toro, Inc., Pittsburgh; Haverstick Toro Sales & Service, Rochester, N. Y. Rhode Island: Bay Toro Distrs., Inc., Providence South Carolina: E. J. Smith & Sons, Charlotte, N. C. South Dakota: Z. W. Credle, Omaha, Neb.; Wyoming Toro Co., Sheridan, Wyo.; Minn. Toro, Inc., Mpls., Minn. Tennessee: Williams Equip. Co., Chattanooga; Tenn. Turf & Toro, Knoxville; Choctaw, Inc., Memphis; Kilgore McRee Co., Birmingham, Ala. Texas: Goldthwaites Texas Toro Co., Dallas; The Myers Co., El Paso; Goldthwaites Texas Toro Co., Fort Worth; Goldthwaites Texas Toro Co., Houston; Gustine Sales and Service, Shreveport, La. Utah: Salt Lake Hdw. Co., Salt Lake City, Utah; Vermont: Springfield Toro Co., Agawam, Mass. Virginia: Synodr Pump & Well Co., Richmond; Nat'l Capitol Toro Co., Silver Spring, Md. Washington: Western Golf Course Supply Co., Portland, Ore.; Washington Turf & Toro, Seattle; Washington Turf & Toro, Spokane. West Virginia: Penn Toro, Inc., Pittsburgh, Pa.; Nat'l Capitol Toro, Silver Spring, Md.; Synodr Pump & Well Co., Richmond; Van Zandt Supply Co., Huntington, W. Va. Wisconsin: Tri-State Toro Co., Davenport, Iowa; R. L. Ryerson Co., Milwaukee; Minnesota Toro Inc., Mpls., Minn. Wyoming: Colorado Toro Co., Denver, Colo.; Salt Lake Hdw. Co., Salt Lake City, Utah; Wyoming Toro Co., Sheridan. CANADA—Alberta: Burgess Bldg. & Plumbing Supplies, Ltd., Calgary. British Columbia: Willard Equip. Co., Vancouver. Manitoba: Consolidated Industries, Ltd., Winnipeg. Ontario: Scotia: Halifax Seed Co., Halifax. Ontario: F. Manley & Sons, Ltd., Toronto. Quebec: Agri Tech, Inc., Longueuil

holes was selected through his playing shots to where he thought the greens should be. In addition to the 18-hole course, Ross plans to install a practice fairway and 18-hole putting green on the north side of the clubhouse.

The addition of the Pequot club is another help in solving the crowded course situation in Connecticut. Membership will be drawn from golfers in Norwich, New London and Westerly, R.I.

Ross will be pro-greenkeeper at Pequot. Burton C. Rowley of New Canaan, heads the corporation which purchased the Pequot property. A. P. Culver of Jewett City is the contractor and Arthur Priore is Ross' assistant.

Research Usefulness Shows In Course Condition—Lilly

David M. Lilly, Pres., Toro Mfg. Co., Minneapolis, says: "Golf may expect, in 1957, a continuation of the very definite progress in the use of turf research that marked 1956.

"Last year was featured by especially fine course conditions not only because of generally favorable weather but because there was wider application of the newly developed sound management policies and practices.

Snowmold Controlled

"One of the more important advances in 1956, as far as Minnesota is concerned, was the new technique for controlling snowmold. The increasing use of improved grasses, development and application of sound fertilization, watering, aeration and mowing practices, along with adequate disease, insect and weed control programs, contributed materially to better grooming and conditioning of courses. While plenty of mystifying maintenance problems remain the supts' exchange of information on progress they have been making will reduce the number and severity of continuing troubles."

Make Sure Your Club Officials
Receive Goldfom in 1957
See Page 126

Planning and Promoting Benefit Tournaments

By HAROLD B. HARRISON

Pro-Supt., Centre Hills CC, State College, Pa.

A GREAT deal of planning and even more leg work is involved in staging a golf benefit tournament. But if you're looking for personal gain, don't undertake it. All I can personally guarantee is the satisfaction that comes from helping persons less fortunate than yourself, and the fine contacts that you make with a lot of understanding and helpful people while doing all the things that have to be done to make a tournament of this kind a success.

I've been running tournaments for crippled children for several years. I don't claim to be anything like an authority, but during this time I have learned a few things about promotion and the actual staging of tournaments that I'm happy to pass along to other pros who may be planning similar undertakings. Here they are:

1—Get in touch with an outstanding, civic-minded person in your community (such as a business man) and tell him your story. (I am fortunate to have a man like O. W. Houts sponsor my annual Crippled Children's tournament!) Ask him to donate a trophy and to underwrite the expenses of the tournament. What will the "expenses" be? Cost of posters, envelopes, entry blanks, postage etc. plus any deficit which might result from the difference between total amount of entry fee receipts and the amount of the prize purse. Decide with your sponsor how much the prize purse will be.

2—Ask permission from your club board of directors to have the course turned over to you exclusively for this tournament. Set a date with the board. Your members undoubtedly will be willing to give up the course for a day. Aside from a "good reason" you will be staging an outstanding sports event at the club. But even more important, a benefit of this type will earn the respect and goodwill of the people of the community. (In your news items concerning this event, your club should be given credit for donating use of its course.)

3—Decide on the type of tournament you wish to stage. Will it be an open, amateur, pro event or a Pro-Am.

4—Set a "Closing Date" for entries. Al-



The little girl in the picture will benefit from the check O. W. Houts (left), yearly sponsor of Centre Hills CC Crippled Children's tournament, is turning over to the author of this article.

low sufficient time to enable you to send out starting time to all contestants. Great care should be given to figuring starting times, particularly if you have a 9-hole course.

Promoting the Tournament

5—To promote the tournament send notice of the event to all golf magazines for listing in their Calendar of Events.

6—Prepare your Mailing List. I circulate all clubs, newspapers, radio and TV stations within a 300 mile radius. P.G.A. secretaries have a list of member clubs with names of the pros. Newspaper offices have a register of newspapers, and likewise the radio and TV stations can supply you with a list of stations. Take a count of your list so that you will know how many posters to have printed. Distribution of posters



IN MIKE SOUCHAK'S HAND...OR YOURS

The NEW MacGregor
Tourney Golf Ball
is a **Winner**

More winners of golf's major tournaments play the Tourney than any other golf ball. Mike Souchak, Jack Burke, George Bayer, Louise Suggs and Ted Kroll are only a few of today's champions who use the MacGregor Tourney every day . . . every round.

With V-Thread winding and a tougher, more responsive cover, *it's the ball delivering today's best performance.* Try the new Tourney and see for yourself. At all pro shops.



MIKE SOUCHAK holds PGA scoring record at 72 holes (257) and 9 holes (27).

This dramatic ad is one of a new MacGregor series scheduled for TIME, SPORTS ILLUSTRATED and many others to help you see more MacGregor Golf Equipment . . . easier

MacGregor
THE GREATEST NAME IN GOLF

The MacGregor Co., Cincinnati 32, Ohio

Golf • Tennis • Baseball • Football • Basketball

should be in store windows in your community. You'll get a lot of cooperation.

7—Give your sponsor a big advertising boost on the poster! Even though you are doing all the work, he is putting up the cash, so keep him happy! If your sponsor has an advertising man on his staff, you probably can get valuable help from him and also save money by ordering all your printing through his business. You might sell advertising space on the bottom of the poster, to a few hotels and motels. (This will help out-of-town contestants in making room reservations.)

8—Order your posters, envelopes, entry blanks and trophy.

9—Start addressing envelopes as soon as you receive them. If you have enough time, you may be able to enlist volunteer help for this. (Mail posters about one month before closing date.)

10—Contact your local newspaper editors and radio and TV station managers. Give them all details of the tournament. You'll find they will be happy to "plug" for a benefit of this kind and they may come up with some valuable advertising suggestions. Feed them news constantly. When entries start arriving send them special items of interest about the contestants. About two weeks before the tournament concentrate on the daily newspapers.

11—Use street banners advertising the event if you can arrange to do this.

Sponsor May Pay

Probably you won't make money from entry fee receipts. Quite likely your sponsor will have to pay out of his pocket to make up the deficit. My tournament (because we have a 9-hole course) is limited to 100 entries. The first year the entry fee was \$10 and prize purse was \$1,000. We had about 60 entries. When it became an annual event and was better known entries went up to 90. We now have a \$15 entry fee and give \$1500. in prizes, plus a trophy. Each year my sponsor has had to pay out of his pocket between \$300 and \$400 plus advertising costs. (About 90% of our contestants have been pros and they come from all over Pennsylvania as well as neighboring states.)

I have made an average of \$750 annually for crippled children. Here's how I did it: I sold newspaper display advertising to local merchants. Ads ranged from \$5 to \$25. This must be done through personal contact, takes a great deal of time and should be started early. If your event becomes an annual one it becomes well

enough known so that many contacts can be made by phone. Many of your club members will be excellent prospects for advertising.

I bought full-page newspaper space. (You can probably get a cheaper advertising rate if it is ordered through your sponsor's business.) The center of the page was used for large display advertising of the tournament. Donation ads surrounded it. The number of pages you buy depends upon the amount of advertising you sell.

I had admission tickets printed (which are tax free for a charitable event) and asked my women club members to sell them. This gives you rain insurance on gate receipts in addition to the opportunity to sell tickets to many people who probably won't attend the event.

Volunteers Among Members

You'll find that club members will be happy to assist with this benefit and will enjoy "helping out." Recruit volunteers for: ticket takers, parking lot attendants, starters, announcers, score keepers and hosts.

Work your volunteers in shifts of 2 or 3 hours. Have a written schedule for workers, their duties and time etc. and give each a copy so there will be no mixups. Don't forget to mention names of your volunteer workers in your news items!

Be sure your club manager knows all details of the event so that he has a sufficient staff in locker room dining room, etc.

Be sure to have an ample and competent staff in the pro shop. You'll find contestants coming in for many services and for little items they've forgotten. See that you have plenty of extra change on hand because your cash register will be kept busy making change for contestants to pay their caddies. See that the refreshment concession is well stocked and staffed.

After all entries are received, inform your caddiemaster of the number so he can arrange for enough caddies. This is a must. Your caddiemaster should definitely have extra help to keep his caddie assignments running smoothly.

Be sure to have direction signs posted on all roads leading to the club so that out-of-town people will find no difficulty in locating it. Have your course posted for all special rules, practice areas etc. Have rules posted on a bulletin at the first tee and if you have a P. A. system, call attention to all special rules.



The ball you find

farthest down the fairway...

Hit the Long Ball—the New 1957 Wilson Staff!

Look at the ball closest to the pin, chances are it's the all-new 1957 Wilson STAFF Ball. This is the ball developed for you by that great group of golfers, the Wilson Advisory Staff.

For greater sales performance, too, it's the Wilson Staff Ball in 1957. Display 'em and see!

Available at Golf Professional Shops

Sales
Win With Wilson

Wilson Sporting Goods Co., Chicago • New National Headquarters at River Grove, Ill., a western suburb of Chicago • Fastest nationwide service from 32 branch offices. (A subsidiary of Wilson & Co., Inc.)

Building Lots Sales Finance Antelope Hills

By AL MAY

Supt. Antelope Hills CC, Prescott, Ariz.

Something new has been added at Prescott, Ariz., the beautiful and unique Antelope Hills GC, designed and built by Frank and Lawrence Hughes.

For some time it had been the city's dream to have just such a course. Financing, as always, was the major bug-a-boo. The property, 700 acres of it, surrounded the municipal airport and was city owned; city equipment could be used in the building — that was a starter. Then the plan for 160 lots laid between the fairways and sold for housing was conceived and the dream began to be a reality. Lot sales on the first 9 would pay for the construction of that 9, maintenance equipment, pro shop and shelter houses. The sale of lots on the second 9 would pay for its construction, the clubhouse, and recreational facilities.

February, 1956, equipment was moved in, land was cleared, and construction on the first of the 18 holes was started. Native soil was used in the building. All greens and tees were elevated and sand traps were built on top of the ground. The greens, 5,500 to 8,500 sq. ft. in size are contoured.

About 3,000 ft. of 6-in. and 7,000 ft. of 4-in. transite were laid along with 10,000 ft. of 2-in. galvanized pipe for water lines. This pipe was laid 18 to 24 ins. deep and all lines were connected — leaving no dead ends, except the one at the driving range. All risers are 1 1/2 ins. and No. 16 Buckner valves were used. There are four or more valves around each green and two rows down each fairway, giving adequate water coverage. These valves are housed in 6-in. square boxes made of 1x6 lumber. The water comes from a 14-in. city main into a 6-in. line and has a pressure of 125 lbs.

Late in April planting began. Fifteen



Sixth green at Antelope. Famed Mt. Mingus is in background at right.



Pro shop is opposite ninth green.



Metal antelope astride yardage marker.

"BEST PERFORMER

on our course
regardless of cost!"



Two passenger, electric
1957
HIGHLAND CADDY

- 24 VOLT REMOVABLE ELECTRICAL SYSTEM COMPLETELY CONTAINED IN ONE UNIT.
- Carries 2 large people and their golf equipment.
- Foam rubber seats . . . weather-proof upholstery.
- Weighs only 665 lbs.
- Automatic battery charger.
- Four 165 amp. batteries.
- Automotive type brakes and differential.
- Speeds up to 9.3 MPH.

THE men who know golf cars best . . . men who operate golf cars hundreds of hours a year for profit tell us the same story everywhere we go: "We've tried several other golf cars . . . but the Highland Caddy out-performs them all . . . regardless of cost!"

Whether you operate golf cars for profit or for fun, the Highland Caddy is your best buy for top all-around performance on any type of course.

The Highland Caddy is a fine machine, soundly engineered to give you everything you want in a golf car and yet it sells in the lowest price range!

Before you consider any other golf car, get the facts on the best performer of them all . . . the 1957 Highland Caddy!

Highland Caddy

HIGHLAND CAR CO., 116 SIDWAY ST., JACKSON, MISS.

Dealer inquiries invited

YOUR BEST BUY . . . FOR PROFIT OR FOR FUN!



LONGER LASTING POWER - TAKES HILLS WITH EASE - COMFORTABLE - ECONOMICAL - RUGGED



Year 'round Control

WITH

CLEARY PRODUCTS

PMAS

The DOUBLE ACTION Herbicide/Fungicide kills Crabgrass and prevents and controls Dollar Spot, Small Brown Patch, Copper Spot, Snow Mold and Helminthosporium Curvularia. The same application treats turf for both Crabgrass and Fungus Diseases, with worthwhile savings in time and labor.

spotrete

A dry 75% THIRAM material to control and prevent Large Brown Patch, Dollar Spot and Snow Mold. It is compatible with PMAS for application in hot humid weather when the threat of turf disease is most prevalent.

Caddy

... is LIQUID Cadmium for the prevention and control of Dollar Spot, Copper Spot, and Pink Patch. Quickly mixed it stays in suspension until entire tank is discharged. Caddy has been named the most effective all around fungicide used in the Ohio and New Jersey Agriculture Station trials. Economical Caddy treats 1,000 sq. ft. for less than 16¢

METHAR

DISODIUM METHYLARSONATE

for certain kill of crabgrass. Supplied in liquid or powder: METHAR 80 (powder) is an extra high concentrate, 80% Disodium Methyl Arsonate Hexahydrate; METHAR 50 (powder) is 50% Disodium Methyl Arsonate Hexahydrate; METHAR 30 (liquid) is equivalent to 30% Disodium Methyl Hexahydrate . . . contains 18.9% Anhydrous D S M A

C-531 FUNGICIDE

Cadmium Zinc Copper Calcium

Chromate For the control of Dollar Spot on golf courses, lawns and other fine turf. Applied as a spray or dust mixture every 10 to 14 days throughout the season. Recommended as a preventative; two applications in early spring, before the first appearance of Dollar Spot

PM2,4-D

Phenyl Mercury-2,4-Dichlorophenoxyacetate

For selective weed control in larger turf areas, such as Fairways, Lawns, Tees, Athletic Fields, etc. Kills common and fall dandelion, narrow and broadleaf plantain, chickweed, silver crabgrass (goosegrass) and crabgrass. Combining Phenyl Mercuric Acetate with 2,4-D gives the chemical both herbicidal and fungicidal properties. PM2,4-D will destroy certain weeds not effectively controlled by either chemical alone

ALL WET

Added to water, ALL WET facilitates quicker and deeper penetration in all turf areas . . . especially in thatched or compacted areas. Helps the soil to retain needed water longer, prevents dew formation on greens, gives faster germination in seeded areas. Treated turf is resistant to wilt and non-toxic ALL WET saves on water and labor. It's 100% active . . . 1 gallon treats up to 80,000 sq. ft.

**CLEARY
PRODUCTS**

for
**BETTER
TURF**

W. A.

CLEARY CORP.
NEW BRUNSWICK, N. J.