

tion prevails in spite of the trade-in allowance policy at pro shops and the energetic merchandising of used clubs to beginners and public course players. Store competition is tearing down the club prices without doing a thing to increase the market, numerous pros declare.

#### **Price-Cutting Competition**

The price-cutters are primarily the "discount" houses. Next are the sporting goods stores, then sports departments of depart-

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ment stores, then employee co-ops, and last, but in some areas not least, pros at golf ranges and public courses.

Professionals from all over the U. S. supplied the data from which this round-up of 1960 pro business is compiled. The number and percentage of pros cooperating was greater than in any previous survey. The professionals' thoughts on possible effect of providing a professional with information on club finances will be the subject of an article in January *Golfdom*.

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Ball manufacturers, figures on 1960 sales indicated that about 60 per cent of the balls sold are in the top quality bracket. They account for approximately 75 per cent of the manufacturers' ball sales income. The pros don't regard the ball price-cutting problem as one that endangers the price structure as seriously as the club picture shows.

From what numerous professionals have to say it is obvious that they are going to have to have help from manufacturers if the present quality and price structures in golf club marketing are to continue.

#### **Dedman Associates Organized to Handle Club Planning, Operation**

Harold Murphy, former field service rep for National Golf Foundation, has announced formation of a golf and country club development and operation consulting service known as Dedman Associates.

The new service and its staff of project directors and consulting associates will assist private, semi-private, municipal, industrial and military course and club planners in market research, site selection and acquisition, project planning and organization, conduct of membership-sales campaigns, design and construction, and operation and management.

In partnership with Robert H. Dedman, Dallas attorney and the key figure in the development and ownership of seven Texas and California clubs, which include nine courses now in play, Murphy has been named pres. of the new corporation. He will retain his vice-presidency in Country Clubs, Inc., parent company in the growing Dedman organization.

#### **Conservative Policy**

Murphy emphasizes that the new company has a conservative policy. "The majority of those who have been active as professional free-lance contributors to country club development," Murphy says, "have been specialists in fund raising and have shown little interest in the 'whole nature and needs of clubs, or in the financial preparations for long term plants and programs.'"

Dedman Associates, using both project directors capable of programming for and administering to all phases of club development, and an association of consultants representing the best professional talent in many fields, provides any or all of the personnel or programming necessary to any or all of the many segments of club development and operation. In addition, Country Clubs, Inc., can aid in obtaining capital investment or in attracting equity investment or ownership.

At the present time, Country Clubs, Inc., owns the 54-hole, two-clubhouse Brookhaven CC in Dallas; the 18-hole Knollwood GC, also in Dallas; the 18-hole Tanglewood-on-the-Lake, a resort club on Lake Texoma between Texas and Oklahoma; a hunting and fishing lodge near Dallas, an additional facility belonging to Brookhaven; the Preston Hills Tennis Club in Dallas; and the 63-hole Deauville Golf and Beach Clubs in the San Fernando Valley, California. Country Clubs will announce plans for at least four more major projects in the first quarter of 1961.

Dedman, general counsel to the new American professional football league, will represent the new company's Dallas office from 730 Mercantile Securities Building. Murphy has offices at 5344 Yolanda, Tarzana, Calif.

Complete information on the Dedman services can be obtained from Murphy.

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More than 200 turf specialists attended the Midwest Turf Field days held at Purdue University in mid-September. The two-day sessions were conducted by W. H. Daniel, Purdue agronomist.