

Introducing

DEDMAN ASSOCIATES

a conservative new company dedicated to sound golf and
country club development and operation



Harold Murphy, former Southern and Midwestern field service representative for the National Golf Foundation, has announced the formation of a golf and country club development and operation consulting service to be called Dedman Associates.

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

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 the fields of market research, site selection and acquisition, project planning and organization, membership-sales campaigns, design and construction, and operation and management.

Dedman will represent the firm's Dallas office at 730 Mercantile Securities Building, phone Riverside 8-9696. Murphy's California address will be 5344 Yolanda, Tarzana, California, phone Dickens 4-9496.

of golf ball, brought many thousands of customers into pro shops and kept them as repeat buyers. Spalding's new Executive woods already are showing that they are going to be a big factor in pro shop sales increases in 1961.

In spite of some of the very conservative business forecasts we have seen in the financial papers, we are extremely enthusiastic about the prospects for the coming year. Spalding confidently looks to 1961 as the greatest year yet for fine golf equipment.

Top Quality Market — Pros' Part — Growing Fastest

By Robert D. Rickey

Vp, The MacGregor Company

Interest in golf literally exploded in 1960, creating the greatest market for top quality equipment that our industry has known. In the case of MacGregor, we were overwhelmed by the demand in spite of greatly increased manufacturing facilities.

In addition to this tremendous growth, golfers of the '60s are very selective and intelligent buyers who demand not only quality, but equipment that will satisfy their individual needs as recommended by the professional. Consequently, we are offering a more diversified line of clubs which feature four distinctly different shaft feels, a choice of two grips, etc.

"Eye appeal" has become an extremely important factor. Today a golf club must not only play good . . . it must also look good.

The prestige of owning fine equipment has become a factor that manufacturers can't overlook. For example, we sold a record number of Kangaroo bags which retailed at \$125 and up.

It is our belief that the prospects have never been greater for the sale of top line merchandise. With the many advancements in club, bag and accessory design, the outlook for '61 is brighter than ever before. Professionals have the opportunity to convince people that they owe it to themselves to use only the finest.

The outstanding features that we've introduced in our 1961 professional golf line makes obsolete every piece of equipment in rack rooms throughout the country. We are prepared for this tremendously increased market and feel that the professional, in turn, will be quick to capitalize on the demand for quality merchandise, which is exclusively his.

Recognition of Pro Service Helps Boost Sales

By H. W. Colburn

Vp, Wilson Sporting Goods Co.

Increased participation in golf in 1960 has been most encouraging. Despite inclement weather in most of the country in April and May, sale of equipment by pros was comparatively good. The greatest increase in golfers and play has been at the public and semi-public courses so, naturally, the professionals at pay-as-you-play locations have had a large increase in club and ball sales. This follows the trend established at the private clubs.

Well operated clubs and courses have increased recognition and appreciation of the value of competent professional service. This has resulted in the construction of many fine pro shops at private and public courses where the golfer can get expert buying aid and has the convenience of large stocks. This has been particularly true of apparel and has identified the professional as a merchant who can compete in price and quality.

The professional's progress in the growing golf business also has been marked by his effective activity in Christmas golf gift sales promotion and other special events. The successful professional obviously has learned that the volume of sales and profit is in direct ratio to well timed, accurately directed advertising and sales efforts.

Our observations point to further sound growth of golf in 1961 and we have set up our production schedule accordingly.

Dunlop Sales Set Record, New Plant for 1961

By Paul W. Gibbs

Sales Mgr., Sports Div., Dunlop Tire & Rubber Corp.

More Dunlop golf equipment has been sold in pro shops in 1960 than in any previous year. Our studies with the professional point to continuance of the upward sales curve.

The new pro-only, Dunlop Super Maxfli has received a better reception from players and professionals who supply them than any other ball we have made. Now that we have the new Dunlop Maxfli clubs we are certain to have, in 1961, a substantial increase over Dunlop's highly satisfactory sales figures for this year.

On October 18 we will dedicate the
(Continued on page 66L)

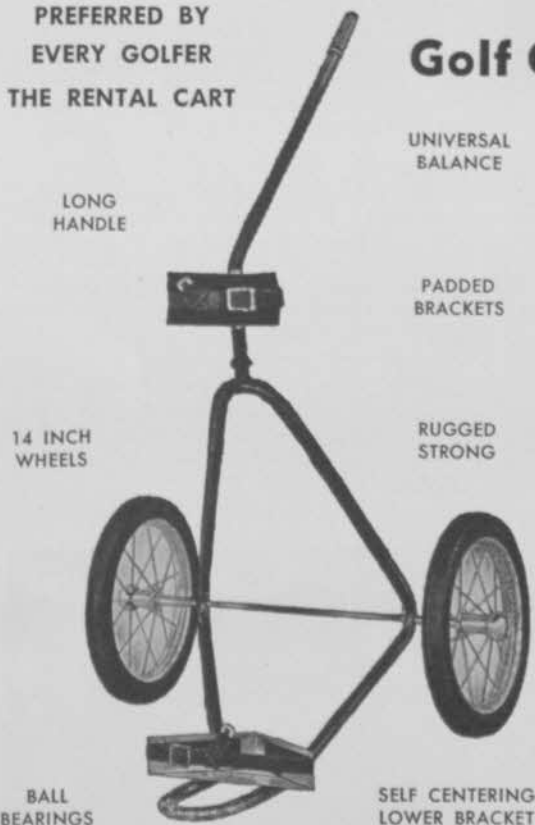
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The wise club or pro that installs Kaddie Karts 100% has a ready public waiting to use this Kart. Wherever he goes, the golfer finds Kaddie Karts a mark of distinction at the best courses. That is why often when Kaddie Karts are substituted for other carts a jump of 50%, 75% or 100% in income has been recorded in a single week.

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Kaddie Kart has had long years of proven success on America's foremost golf clubs — both public and private.

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When once used it stays. Many carts sold sixteen years ago are still doing daily duty. (Price in 1941 was \$22.60.) Today price is \$16.70 less cash discounts.

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City State.....

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Don Soper

... golf hungry towns need more like him.

The Man Royal Oak Was Waiting For

Public Fee players didn't have a champion until Pro Don Soper came along . . . He's shown the city how to make money out of golf and by next year many golfers will be happy

By AL STARK

PROFESSIONAL Don Soper will bring public golf to Royal Oak, a city of 81,000 just outside Detroit, with an unusual deal. The city is putting up the land for a nine-hole course. Soper will supply the buildings cash — \$50,000 or more to start. He and the city will divide green fee profits until 1981. Then the city takes sole ownership, and Soper will retire to become an elder statesman of golf.

It is an arrangement that fills a void in Royal Oak's recreation program — and one that suits Soper.

Royal Oak is the second largest city in a county which boasts 39 public and private courses, including famed Oakland Hills and Detroit-owned Rackham, where the 1961 National Publinx will be played.

Nothing Done About It

Yet, until Soper persuaded the city to lease him land for a driving range in 1950, Royal Oak had no place for the public fee player. Recreation experts called for a public course but city officials never went beyond wishful thinking about providing it.

Now, with Soper's proposal signed into contract, there is promise of more room to play for public players who have found that Saturday morning starting times in this area are reserved by the preceding Wednesday.

Soper had to show city officials how



Soper, Royal Oak mayor, William Hayward, and Jack W. Hutson, an attorney, go over details of contract that will bring golf to the wait-in-line players.

nine respectable holes could be laid out on undeveloped park land adjacent to his range. And he took the initial financial burden on himself. The city came to

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You also know — that your golfers will be spending thousands of dollars before long for Christmas gifts . . . strictly gift spending that brings stores one-fourth their entire year's sales in about eight weeks.

Think how much of this is for gifts for golfers that cannot compare in value and usefulness with the appropriate gift items you have for sale in your shop.

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has proved to hundreds of alert businessmen Pros it is the most productive, impressive and economical Pro-prestige PRO-motion for bringing this extra, profitable business into the Pro Shop.

Act now — to make certain your golfers get your personalized copies of this year's finest-yet edition. Fill-in and mail, without delay, the order form attached to the descriptive folder recently mailed to you. If mislaid — another copy will be mailed immediately.

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GOLFDOM

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agreement in a 20-year lease that sets aside nearly 70 acres for golf.

Soper announced that work would begin this fall. He said he hopes to have the course in shape for some play within a year. By July, 1962, when according to the contract it must be in play, he hopes to have half a season in.

\$2,000 A Year Rent

The contract leases Soper the 70 acres for 20 years at rent of \$2,000 per year. He must finance construction of tees, greens, traps, and fairways. A clubhouse, parking lot, and fence will come later — out of the gross green fee profits.

Soper already has suggested that he and the city waive their 50-50 rights to net profits for the first 10 years of the lease in order to hurry these improvements.

The contract gives Soper full authority to hire and to set salaries. He will make policy with the concurrence of a special golf committee appointed by the city commission. Play will be limited to residents of Royal Oak and their guests.

How Soper Will Fare

Soper, who is 45, is frank about his interest in the deal: It gives him a 20-year contract in golf, in a situation where he largely will be his own boss. He will get

no salary as professional and course superintendent. Neither will his wife Ruth who assists him at the driving range. However, the contract gives him the full profits of the range and his miniature layout as well as full equipment and food concessions.

Soper has chosen Architect Bruce Matthews, long-time mgr. of Green Ridge in Grand Rapids, to design the Royal Oak course. They have tentatively settled on a par 34 layout of 3,000 yards. A long par 5, two par 4s that will stretch 410 and 435 yards, and two one-shotters at about 200 yards will give Royal Oak golfers a test that belies the overall yardage.

The land chosen for the course has numerous trees and it is located on a rolling landscape. Matthews, who designed the Michigan State University course on which the 1960 Big Ten championship was played, will have the trees in play and will tighten the layout with well-bunkered greens. Soper plans to sod the tees in order to hurry their development. They will be long tees for conservation of turf and to vary shots for golfers playing 18 holes.

Soper is a veteran pro who learned under two well-known figures in Michigan golf, Joe Devany at Grosse Ile and Warren Orlick, now at Tam O'Shanter.

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From left, Architect Bill Diddel, G. T. Myers, Jack Wilson and Kenneth Holmes helped to furnish the brain, brawn and spark that brought golf to Rockville, Ind.

How They Built the Course in Parke County, Indiana

After Bill Diddel donated his architectural services nearly everyone for miles around rallied to the cause to push the project through . . . Even the undertaker helped!

By **JULIET SNOWDEN**

FOR SOME 10 or 15 years golf enthusiasts in Parke County, Ind. talked of having their own course. After the people of the county had successfully raised funds and built a swimming pool largely with volunteer labor (opened in 1958) they started dreaming seriously about a course. Now it is a beautiful 9-hole reality.

Before any actual planning was started a campaign was launched to secure pledges for donations. Parke County has many forward-thinking men and women who realized what a great asset a golf course could be. The Mansfield Reservoir, an artificial lake with some 40 miles of shoreline and covering about 2,000 acres during summer months, will be filled by 1961. Always noted for its scenic beauty, these added recreational facilities greatly enhance the county as a location for small factories, summer cottages, etc. Vacationers at Turkey Run State Park (only 10 miles from the site selected) also would be served as

well as tourists traveling U. S. 41 and U. S. 36. These highways intersect at Rockville, the county seat, a mile south of the golf course.

By January, 1959, enough money was pledged to warrant serious estimates on building and maintaining a course. A suitable tract owned by the county was arranged for by the commissioners, a nominal yearly fee being charged on a lease basis.

Bill Volunteers Services

Since good courses do not just occur, the services of a skilled architect are needed. They don't come cheap! Parke County's dream might have evaporated if it hadn't been for William Diddel of Indianapolis who is a nationally known course architect with many outstanding jobs, both public and private, to his credit. The late Mrs. Diddel had been a Rockville girl and when Bill learned of the Parke County project he offered to design the course — gratis! It was, as he said "Some-

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thing his wife would have heartily approved."

Volunteer labor, borrowed machinery and a lot of donated material had been a prime factor in the building of the pool. Inexperienced labor can be utilized with fair efficiency in a constricted area. But scatter it over 65 acres and see what may happen! Fortunately one of the Rockville volunteers was a civil engineer, so it was possible to avert chaos. Volunteer work was out of the question for the big jobs of bulldozing and grading but the contractor who did the rough grading and ditching shaved his charges. That was the story thereafter.

Machines Come In

Actual labor was begun in the spring of 1959. In August a Field Day was held at the fairgrounds which adjoins the golf course. During the county fair all farm machinery dealers displayed their entire lines and, following it, converged on the course which had already been graded. In that one day the course was almost entirely plowed, disced, harrowed, fertilized and seeded. The use of 60 machines, the man-power and even some of the fertilizer was donated! Volunteer work was used on just about all jobs. Most of the work had to be done on weekends when business and professional men could get out and pitch in. Their wives were recruited to bring out noon meals. Later the women were assigned the humble but important job of pulling weeds.

Meanwhile, various organizations in the county sponsored money-making projects with proceeds pledged to the golf course. Merchants, farmers and private citizens were besieged for donations. Some grumbled, some were evasive, but most gave. One fellow, low on cash, gave lunch meat for the workers' noon meal. A donation of 35 or 40 utility poles was gratefully accepted and used in bridge construction work.

Digger Goes to Work

One of the most faithful of the volunteer workers was discovered digging a good-sized hole on the western edge of the course. Since he is an undertaker this activity provoked a little bantering. "No," he said solemnly, "this isn't what you think it is at all. Somebody gave us a hell of a fine gent's room and we really need one over here. So I'm getting ready for it."

This summer the state highway department reluctantly announced it was going to replace one of Parke County's famous

old covered bridges. At this writing the people of Parke County are trying to raise funds to move the bridge to the golf course. With the stream that runs through the course it is needed.

Last winter a Florida pro, a native of Rockville, was invited to take over operation of the course and pro shop. He and his wife decided to accept the invitation, installed a trailer behind the shop and now claim to have the largest front lawn in Indiana. Bringing this dependable couple in was another boon to the project.

Invigorating New Interest

Parke County's goal had been a May 30, 1960, opening with everyone to be warned that fairways and greens were still far short of perfection. The goal was achieved. In June a flash flood took two of the bridges so the course was closed for a day or two, but otherwise everything has gone well. A surprising number of people who never had played golf have now found an invigorating new interest. Getting material for this article was, in fact, difficult. All the people who had the answers were out playing golf.

Here are some figures on Parke County's costs:

Sprinklers, mowers, seeders,	
2 tractors	\$ 2740.00
Labor	1768.29
Equipment expense & fuel	1075.23
Sand, gravel, etc.	766.14
Fertilizer & seed	2398.00
Moss	509.00
Pipe, tile etc. (includes machine labor)	8258.32
Misc.	1030.00
	\$18,544.98
TOTAL DONATIONS	\$18,664.88

That impressive balance \$119.90 was earmarked for insurance; then somebody donated it!

New Kind of Hazard

Air Force golfers saw a new hazard on the fifth hole at the Randolph AFB, Tex., course recently when a C-47 crashed into a lake there while the Air Force's 1960 World Wide tournament was in progress. Luckily golfers and crew members were uninjured. The last day of the tournament had just gotten underway when the crash happened. After a 45 minute delay, the service golfers were able to play through.