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'Old Master' of the golf trade

Joe Roseman Sr., the inventor of the hollow roller, was one of those pioneers who made maintenance a business.

By FRANK LITTLER

In celebrating its 40th anniversary GOLFDOM can congratulate one of its oldest advertisers on their 50th. When this magazine was launched, the Roseman Tractor Mower Company—as it then was—had become a sprightly ten-year-old, quick to recognize the value to its products of such a medium as GOLFDOM. The association of the Roseman family with the Graffis brothers who founded GOLFDOM has therefore ranged all the way from Hagen's heyday to Palmer's peak.

It isn't inappropriate to think of this relationship in terms of playing personalities, because Joe Roseman Sr., the founder of the company, was himself a golf professional. (An old photograph, treasured by his sons, shows him in a

group which includes Jackie Burke's father.) His contribution to the history of course maintenance stemmed, in fact, from a talent for the game.

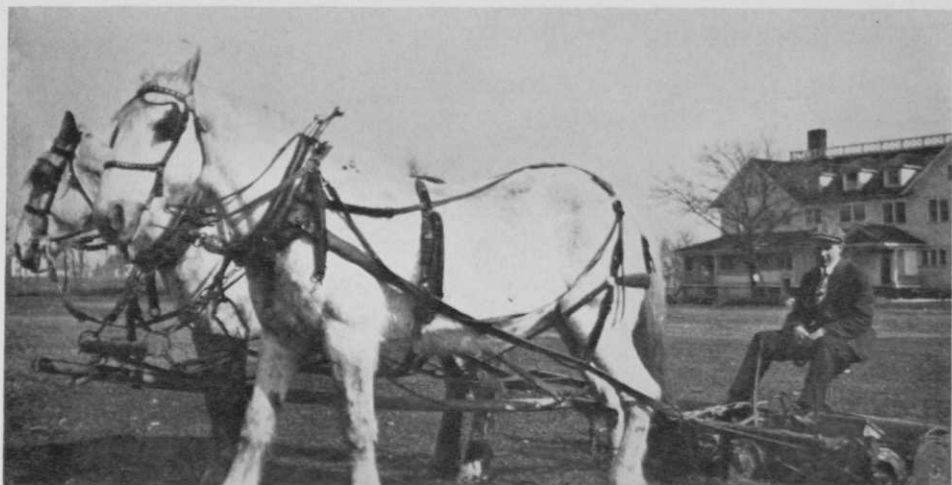
Born in Philadelphia in 1888, he began as a caddie at the Philadelphia CC. After building up a playing reputation in the East he was invited by the Des Moines CC to join them as an instructor-professional. He accepted the offer and moved to Iowa in 1907. It was in Des Moines that he first began to think about greater efficiency and economy in grass-cutting operations. Mowers in those days were horse-drawn, and though automotive traction was still a thing of the future, Roseman made his first break with tradition when he expanded a single-unit mower (a Coldwell model) by developing a hitch for a three-gang unit.

Motorization followed when he substituted for the Fordson—an unwieldy work-horse—an adapted Model T, referred to in the family's yellowed press clipping as a "Henry."

Roseman was also the inventor of the hollow roller, designed to keep to the minimum the weight pressed into the grass as the cylinders rolled over the surface. (There is still the main feature of Roseman mowers today.)

As everyone knows, in the first decade since the days of the horse-drawn mower in 1916, Roseman has been the exclusive maker of the rear hollow roller drive mower.





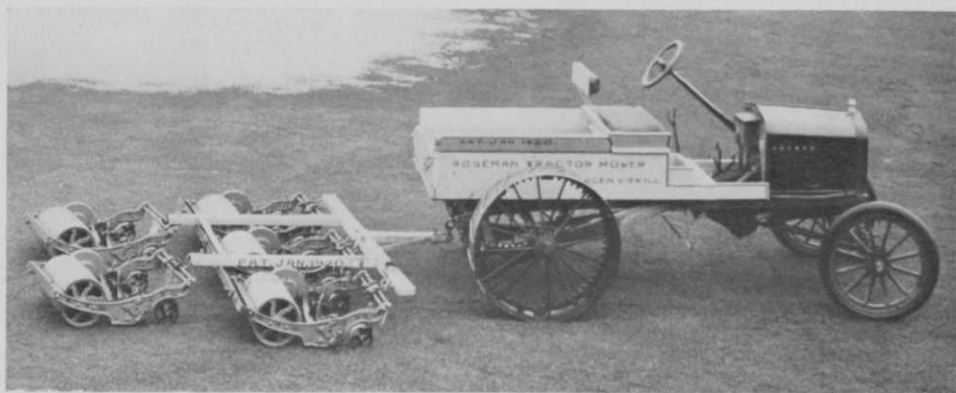
Joe Roseman, Sr., about 1910 at the Des Moines G & CC, driving a three unit Coldwell mower.

ades of the twentieth century it wasn't always easy to distinguish between professional, teacher, greenkeeper and architect, and Joe Roseman was one of the unclassifiable pioneers who had something of all these occupations in him. He eventually undertook the layout of several courses in the Chicago area. After a year at Racine he moved, in 1913, to Westmoreland—a club he was to serve in various capacities for the next eleven years. "It was at Westmoreland that I met him for the first time," recalls Herb Graffis. "He was one of the first men in the country to make course maintenance a business.

"Joe Roseman was an excellent player when another Philadelphia ex-caddie Johnny McDermott was making history as the first American-born golfer to win the U. S. National Open. McDermott, winner of the 1911 and 1912 National Opens, was a Philadelphia lad who acquired his golf from the same pros who were models for Roseman, Frank Sproggell, Jack Burke, Sr. and others of the area who weren't enchanted by the glory of competitive golf, but preferred golf as an attractive, rewarding business.

"Joe's operations as a mower designer and manufacturer were by no means his only expression of business brains that

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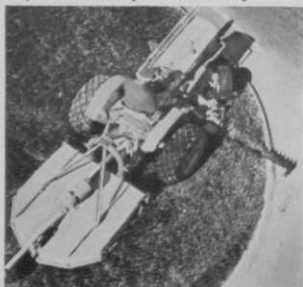


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13" underclearance and 8½' turning radius?**

Sure. The new International® 2424 turf tractor

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This one's as powerful and nimble as a polo pony.

Works fast with any kind of mower. Ganged reels. Rotary. Flail. Sickle bar. You name it.



Teams up with a dozen other attachments to handle your spring and fall maintenance. Yes, and winter snow removal, too.

Where else are you going to find all these features in a mowing tractor?

Full-time Hydrostatic steering. Live, constant-running power take-off. Rotary, flail or sickle bar mowers that operate independent of tractor motion.



A differential lock that feeds power to both rear wheels regardless of traction. No spin-out. No gouging of turf even when you start up from a dead stop on an up-slope. And on side hills it holds the nose straight, prevents down-drifting.

Dual range Hi-Lo transmission with 1.4 to 14.4 mph speeds in even steps. Eight forward speeds and two reverse



(8 and 6 optional for loader work).

Draft-sensing 3-point hitch. Just set it and forget it for blade or scraper jobs. The hitch senses condition changes and adjusts itself up or down instantly for fractional inch control of attachments.



Wide, high flotation tires. Wide stance. Low center of gravity.

The husky engine keeps torque up even on precision, part-throttle jobs. And it's purring quiet. Too well-mannered to bother nearby golfers or nearby neighbors.

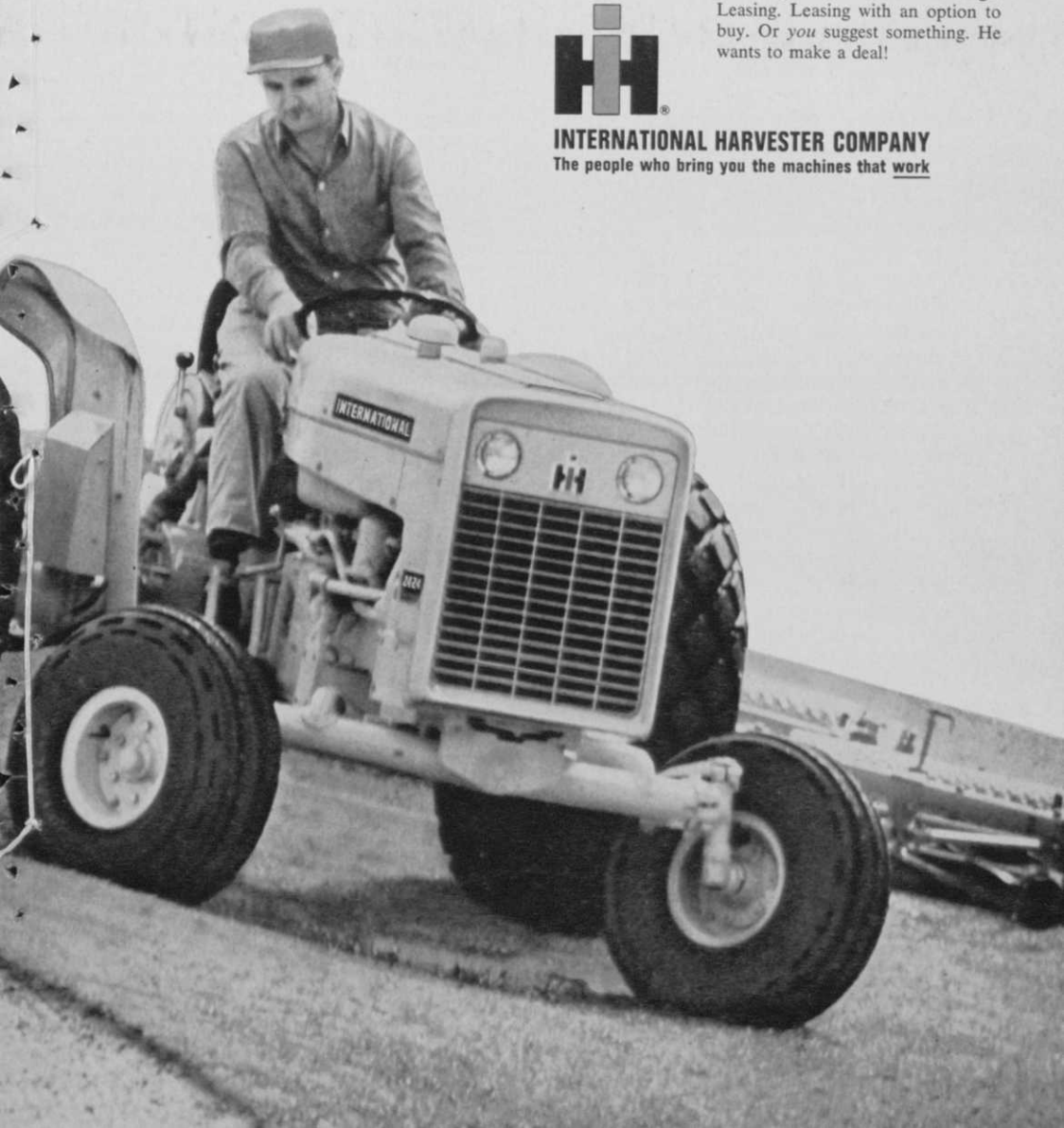


The new International 2424 is a turf tractor well worth a study at your IH dealer's. And easy to own. Your dealer offers one, two and three-year financing. Deferred payments—up to three a year with no extra charge. Leasing. Leasing with an option to buy. Or *you* suggest something. He wants to make a deal!



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OLD MASTER

Continued from page 43

considered the picture to come in golf. He and Robert Cunningham and, I believe, Albert Pick the hotel equipment manufacturer, were in the Golfmoor Land Co. which owned the Wilmette GC, now Northwestern University's course; Pickwick, which was acquired by the Navy as the Glenview NAS course; Elmgate, which was bought by the Glenview Park district, and several other items of golf acreage. Due to elements that over-ruled Roseman's judgment, properties that now are valued at many millions were sold," says Herb Graffis.

Chick Evans, veteran ex-Open and Amateur Champion, confirms that Roseman was a born maintenance man. "I remember him," says Chick, "as a man who always talked to the point. He was quick-stepping, and he played fast too. He was a good golfer, but I always thought his heart was really in maintenance and design."

An extract from an old article by Roseman, on the subject of course creation, makes nostalgic reading today. "Property lying within 12 miles of the center of a large city," he wrote, "should not be purchased for more than \$1,500 per acre."

In 1916 he was ready to found his own company. The original plant was located at Evanston, and patents were taken out in the United States, Britain, Canada, and France. The company stayed at Evanston until November 1962, when it moved to Glenview, a short distance away, and here it operates in a single-story building with about 65 regular employees on its payroll. Even within the specialized world of grass-cutting the Roseman Mower Corporation has not diversified. Power-mowing, for example, the Roseman family regards as a separate industry.

Joe Roseman died in 1944, leaving three sons (of whom Warren J. Roseman is Vice-President of the corporation); a daughter is married to Jim Hoffman, the President. "My father," says Warren Roseman, "laid out the old Pickwick course, which now belongs to the Glenview Naval Station, and Wilmette, which is now Northwestern Uni-

versity's course. He designed Fort Lauderdale in Florida, and was club manager. The company started with three- and five-gang mowers, and then increased to seven and nine. Until 1937 each unit was cutting a width of 26"—then we expanded to 30. The rear wheel drive was another of my father's inventions."

Two of today's features of golf business, fairway watering and the lighted short courses, were pioneered by Joe Roseman. Joe Graffis recalls that in 1932 Roseman designed and built a nine-hole par-3 course west of the Wilmette CC course. Lights were mounted on steel towers that were usually used for lighting railroad switch yards. Holes varied in length from 90 to 150 yards. Greens and bunkers were of standard type of design for short holes. Lighting was remarkably good and players did not complain of being bothered by shadows.

In 1933, at this Wilmette lighted short course, during the Century of Progress exposition at Chicago, Roseman staged a tournament that assembled a star pro field. Harry Cooper won the event. A general depression and inability to solve the bug problem that came when the lights were turned on, brought the end of Roseman's lighted short course venture.

"At Illinois Golf Club, which now is Green Acres, Joe Roseman put in the first complete fairway watering installation in the central states; possibly the most complete watering job east of California," Joe Graffis also relates. "Roseman and John McElhatton were together in the Illinois enterprise. There was ample capacity in the piping that bordered the fairway. Outlets, as I remember, were staggered on sides of the fairways and ingenious sprinkler heads were used on these side outlets. There were not available sprinkler heads that made practical lines in the center of fairways. The installation worked so well and the course looked so green and fresh in the summer that a great deal of interest in fairway watering was stirred up in the Chicago district."

Robert Duguid, Roseman sales manager, is the son of an old pal of Joe Roseman. Duguid's father, of a family long prominent in Scotland's golf, was

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Over 40 years a professional

Spencer Murphy has seen the shop develop from a clubmaking and repair setup to a complete "service station" for golfers.

By HERB GRAFFIS

This is the fortieth year of Spencer Murphy as professional at the Glen Oaks Club in the Long Island sector of New York's metropolitan district.

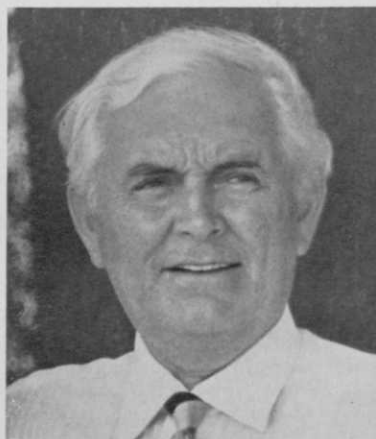
The canny, debonair Murphy is a leader in his field, with the looks and manner of a Roman statesman who carries enough votes to swing an election for Caesar. He is a substantially successful golf pro businessman who reflects his members' business status. Glen Oaks has a high percentage of nationally known executives and professional men who are strong for the high old standard of club atmosphere, facilities and operation. Men of this type appreciate that top quality costs more and is worth it. They can afford it. Hence guests at Glen Oaks get VIP treatment as the standard operating procedure.

One tip-off to the background of this distinction in service is in the fact that Murphy owns and operates the 62 cars that give Glen Oaks members and guests promptly supplied, thoroughly convenient, neat and reliable golf car utility. Golf car service of the highest grade requires more expense and trained, conscientious attention than the golfer or his club official generally realizes.

The cold truth is that the golf car operation isn't going to solve the financial problems of private club operation any more than bar operation has, with a much heavier traffic and much longer profit than the car service.

Businesslike Look at Prestige

The profit motive is very much a factor in operation of a prestige club.



The pro's business future depends, Murphy says, on the propaganda and education work with women golfers.

The job has got to be better to attract the better man to golf club work. Just as the profit motive accounts for people making enough to afford membership in first class private clubs, that same motive accounts for getting the people who know how to run clubs, with the high standard of pro department operation that Murphy and his staff provide at Glen Oaks.

A club member told Murphy: "My father didn't join a club because he wanted to run a golf business. That certainly wasn't my reason for joining. I know how my own business must be run to make me more happy customers and more money and I expect you to know how to run your business and

Continued on page 50

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partner
a flag
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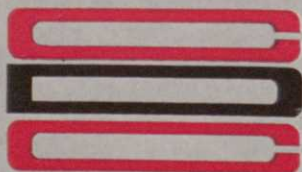
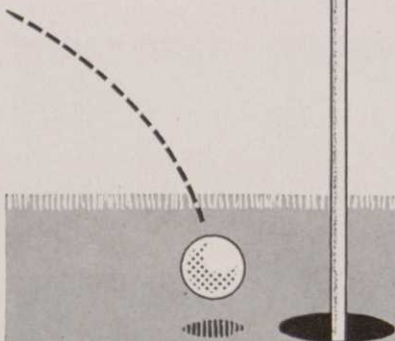
Lewis Line fiberglass flagpoles are flexible, lightweight, require no maintenance, and are low in cost. All the features you have ever wanted in a flagpole are combined in Lewis Line poles ...proved superior in over ten years of use on courses throughout the country. They are offered in all popular lengths, in white and yellow, and with either red or black striping. Special lengths can also be furnished.

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OVER 40 YEARS

Continued from page 48

make a profit while you're taking good care of me."

Hundreds of pros would pray for members of that understanding.

Sees Tomorrow in Yesterday

Murphy has seen golf grow from simply a sport into a big sport business in the New York Metropolitan district. He was born in New York City and became a caddie at Hartsdale GC, N.Y., when Alex Finley was pro there. Being an ambitious kid with an organizing mind, he quickly graduated into caddiemaster.

Now, says Murphy, the caddiemaster and the caddie are vanishing Americans with the golf car rapidly replacing them. In a few years caddies will be rare at clubs in larger city areas, Murphy believes. That will mean club professionals and their officials will have to give considerable attention to junior golf programs to develop new crops of members. The high schools and colleges are doing a pretty fair job in developing these replacements but, in Murphy's opinion, their campaigns are not as vigorous and as effective as when the kids themselves earned money while acquiring the golf bug.

"You've got to think of what yesterday's kids did to make golf big today and in some manner—and quickly—



Back in 1932, Murphy was already known as a first-rate merchandiser. He introduced two free services: members' ball racks, and wooden tees.

accent getting kids into golf. The school-municipal course tie-ups must be increased. The daily fee courses that are now getting about all the adult play they can handle and are renting golf cars instead of supplying caddies, can't be regarded as a significant factor in junior golf promotion."

When Jimmy Donaldson came from Glen View in suburban Chicago to be Fenimore's pro, Murphy became his assistant. Jimmy was a dapper fellow and the sartorial model of many younger pros; Walter Hagen as well as Murphy. Spencer looks back and wonders why, with Donaldson, then golf's glass of fashion and mold of form, pro shops didn't sell apparel. Bench-made clubs and balls were the stock.

In the winter, Murphy went with

Continued on page 53

Spencer Murphy's well arranged shop exemplifies his philosophy of anticipating his members' golfing needs. Note the neat, attractive, well-lit display with plenty of room to browse.

