From the Chicago District's Directory of Information

Nine-Year Report Reflects Relatively Little Change

<table>
<thead>
<tr>
<th>DINING ROOM OPERATIONS</th>
<th>Sales</th>
<th>North</th>
<th>West</th>
<th>South</th>
<th>Out-of-Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1959</td>
<td>119,865</td>
<td>108,065</td>
<td>134,389</td>
<td>83,693</td>
<td></td>
</tr>
<tr>
<td>1964</td>
<td>128,869</td>
<td>107,838</td>
<td>113,235</td>
<td>96,210</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GROSS PROFIT (Dining Room)</th>
<th>1955</th>
<th>1959</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>NA</td>
<td>51.53%</td>
<td>54.52%</td>
</tr>
<tr>
<td>North</td>
<td>NA</td>
<td>51.95%</td>
<td>49.64%</td>
</tr>
<tr>
<td>West</td>
<td>NA</td>
<td>49.16%</td>
<td>53.27%</td>
</tr>
<tr>
<td>South</td>
<td>NA</td>
<td>46.64%</td>
<td>50.57%</td>
</tr>
<tr>
<td>Out-of-Area</td>
<td>NA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BAR OPERATIONS</th>
<th>Sales</th>
<th>North</th>
<th>West</th>
<th>South</th>
<th>Out-of-Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1959</td>
<td>$67,040</td>
<td>$77,244</td>
<td>$79,242</td>
<td>$52,087</td>
<td></td>
</tr>
<tr>
<td>1964</td>
<td>85,032</td>
<td>80,248</td>
<td>83,155</td>
<td>60,336</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GROSS PROFIT (Bar)</th>
<th>1955</th>
<th>1959</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>NA</td>
<td>62.25%</td>
<td>68.23%</td>
</tr>
<tr>
<td>North</td>
<td>NA</td>
<td>65.03%</td>
<td>67%</td>
</tr>
<tr>
<td>West</td>
<td>NA</td>
<td>64.40%</td>
<td>64.51%</td>
</tr>
<tr>
<td>South</td>
<td>NA</td>
<td>59.15%</td>
<td>60.55%</td>
</tr>
<tr>
<td>Out-of-Area</td>
<td>NA</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COURSE MAINTENANCE EXPENSE</th>
<th>North</th>
<th>West</th>
<th>South</th>
<th>Out-of-Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>43,800</td>
<td>38,900</td>
<td>36,580</td>
<td>21,410</td>
</tr>
<tr>
<td>1959</td>
<td>53,285</td>
<td>39,040</td>
<td>50,018</td>
<td>31,621</td>
</tr>
<tr>
<td>1964</td>
<td>67,355</td>
<td>58,290</td>
<td>68,385</td>
<td>42,100</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>AVERAGE SUPT. SALARIES</th>
<th>North</th>
<th>West</th>
<th>South</th>
<th>Out-of-Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>6,500</td>
<td>6,380</td>
<td>5,040</td>
<td>4,100</td>
</tr>
<tr>
<td>1959</td>
<td>7,756</td>
<td>7,937</td>
<td>9,908</td>
<td>6,580</td>
</tr>
<tr>
<td>1964</td>
<td>10,680</td>
<td>9,035</td>
<td>10,350</td>
<td>8,045</td>
</tr>
</tbody>
</table>

NA — Not Available
AVERAGE PRO SALARIES

<table>
<thead>
<tr>
<th>Year</th>
<th>North</th>
<th>West</th>
<th>South</th>
<th>Out-of-Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1959</td>
<td>3,650</td>
<td>3,000</td>
<td>2,925</td>
<td>3,400</td>
</tr>
<tr>
<td>1964</td>
<td>3,095</td>
<td>3,390</td>
<td>3,810</td>
<td>2,955</td>
</tr>
</tbody>
</table>

AVERAGE MANAGER SALARIES

<table>
<thead>
<tr>
<th>Year</th>
<th>North</th>
<th>West</th>
<th>South</th>
<th>Out-of-Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>1959</td>
<td>11,118</td>
<td>9,100</td>
<td>12,000</td>
<td>8,900</td>
</tr>
<tr>
<td>1964</td>
<td>14,375</td>
<td>11,410</td>
<td>10,060</td>
<td>9,805</td>
</tr>
</tbody>
</table>

SWIMMING POOLS

<table>
<thead>
<tr>
<th>Year</th>
<th>Income</th>
<th>North</th>
<th>West</th>
<th>South</th>
<th>Out-of-Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>2,672</td>
<td>4,000</td>
<td>3,160</td>
<td>775</td>
<td></td>
</tr>
<tr>
<td>1959</td>
<td>4,833</td>
<td>5,818</td>
<td>5,736</td>
<td>2,503</td>
<td></td>
</tr>
<tr>
<td>1964</td>
<td>5,130</td>
<td>6,750</td>
<td>3,785</td>
<td>2,340</td>
<td></td>
</tr>
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</table>

EXPENSES (Swimming Pool)

<table>
<thead>
<tr>
<th>Year</th>
<th>1954</th>
<th>1959</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>5,060</td>
<td>6,274</td>
<td>7,130</td>
</tr>
<tr>
<td></td>
<td>6,300</td>
<td>7,073</td>
<td>8,480</td>
</tr>
<tr>
<td></td>
<td>4,950</td>
<td>6,469</td>
<td>6,660</td>
</tr>
<tr>
<td></td>
<td>4,620</td>
<td>6,301</td>
<td>7,965</td>
</tr>
</tbody>
</table>

The above survey of a decade of course operations is taken from the 1964 Chicago District GA Directory and is based on reports of 130 member clubs. The CDGA Directory, along with that of the Metropolitan GA, is used by many clubs as a basis comparison for their receipts and cost outlays.

Over the past nine years, dining room and bar gross profits have remained approximately the same... Dining room sales have fluctuated although bar sales have increased, particularly in the North area where they have jumped $17,992 in the past five years... Course maintenance expenses have soared... The average cost of the four areas has increased $23,860 since 1955 with the greatest increase in the South area which reports that $31,805 more was spent in 1964 than in 1955.

Greenmaster Salaries Up

Supts’ salaries have increased also, reflecting the additional responsibilities and training needed to meet golfers’ current turf demands... Pro retainer salaries, on the other hand, have remained about the same or declined slightly... Salaries paid to club managers have increased somewhat except in the South area where there has been a significant decline among the reporting clubs.

Swimming pools seem to be becoming an increasingly expensive item for CDGA country clubs... Designed to provide complete family facilities, pools are usually operated at a loss... According to the survey, this loss has increased from an average in 1955 of $2580 to more than $3000 in 1964.