

The Value of a Dollar

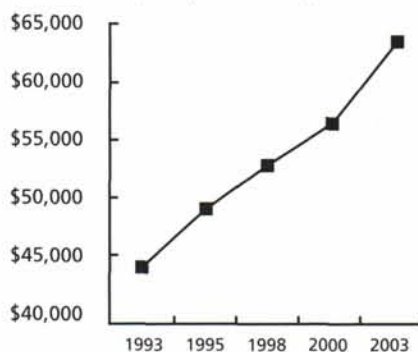
“ . . . I used to walk to school uphill, both ways, in 20 feet of snow, on one foot, with no shoes, for 20 miles, and wearing the same hand-me-down shirt, with holes, in Arctic temperatures, that my father used to wear when he was a kid . . . and that was the day it was my turn to wear the shirt in a household of 10!”

—All Fathers

The above is a recurring speech of parents. Proving that people haven't really changed that much—right? Or have we? Are we truly better adjusted as a society today? Do we actually need more, or do we have higher expectations? In earlier years, it may have been harder to maintain a standard of living. The overall priorities in modern life may have departed a little from past years in terms of what a person's expectations and requirements were, in relation to money. Everything revolves around money today. One dollar won't get you very far in today's world unless you're using an AT&T calling plan. With every pay period, you approach your dollars and they just seem to vanish, sometimes even before you receive your check. Your cash may be going to bills, living expenses, social activities, hobbies, or whatever else you may be involved in. Without a doubt, in today's society the focus is a little more on spending money than in past years when it was on saving money.

Money may never have been in abundance for most everyday families, but the standard of living has progressively changed over the past 100 years. A \$100 bill in 2004 had the purchasing power of \$1,894.95 in 1913, \$1,340 in 1940, \$633.70 in 1960 and \$143.53 in 1990. The changing value of money has directly

Average Base Salary
(All Superintendents)




influenced the golf industry pay scale as well in the past 100 years. The value of a superintendent's job has altered dramatically. Unfortunately, the GCSAA has very little information with regards to superintendent compensation before the 20th century. The following information derives from an average of salaries from five interviewed superintendents. Use the multipliers above to get an idea of what these gentlemen were making in today's dollars.

- 1911: 18-hole private facility, \$75 per month (\$900/yearly) with housing.
- 1920s: 27-hole facility, \$1,000 a year including accommodations.
- 1920s: 36-hole facility, \$1,500 a year plus housing.

- 1939: 9-hole facility, \$1,500 a year including a vehicle and provisions.
- 1940s: 18-hole private facility, \$3,600 to \$5,000 a year with housing, vehicle and benefits.
- 1946: 18-hole private facility, \$2,500 a year including housing and medical coverage.
- 1949: 18-hole facility, \$4,200 a year with no housing or accommodations.
- 1952: 18-hole private facility, \$3,200 a year with living arrangements.
- 1959: 18-hole private facility, \$8,500 a year with \$500 gas allowance and no accommodations.
- 1960: 18-hole private facility, \$3,300 with a new house.
- 1961: 18-hole private facility, \$10,000 a year with no housing.

In 2003, the superintendent's average base salary increased to \$63,065. The increase from 2000-2003 average base salary rose 10.5%, or 3.5% annually. This increase represents an 18.5% gain since 1998, or of \$9,860 in five years.





Gregory E. Martin
President

335 N. River Street
Suite 201
Batavia, Illinois 60510
Phone: 630.482.2532
Fax: 630.482.2536
Email: mdpltd@mdpltd.com
Website: www.mdpltd.com

MARTIN
design
*Golf Course Architecture
Landscape Architecture*



360 Schaumburg Rd.
Streamwood, IL 60107

(630) 830-7405
FAX (630) 830-9652

CLAUSS BROTHERS, Inc.
GOLF COURSE CONSTRUCTION AND RENOVATION
LARGE TREE MOVING