

Sale of Bags—National averages to Sept.

1: 9-Hole Private	\$125
18-Hole Private	258
Daily Fee	151
Municipal	105
* * *	

Sale of Accessories and Apparel—National averages to Sept. 1:

9-Hole Private	\$150
18-Hole Private	358
Daily Fee	263
Municipal	108
* * *	

Total Shop Sales, estimated for entire year:

		1935 sales % better than
9-Hole Private	\$2,293	25%
18-Hole Private	5,320	17%
Daily Fee	2,900	30%
Municipal	2,734	39%

HOUSE DATA

This section of GOLFDOM's survey went only to 18-hole private clubs, of which there are 1,339 in the U. S. Figures below should not be taken as indicative of conditions at 9-hole private clubs or at public and semi-public courses.

National Averages—Clubhouse open for business 10 months of the year. Present membership 338, up 8.3% from 1935.* Book value of entire plant, \$325,000. Total clubhouse departmental business, \$38,680—up 14.7% from 1935. 23% of this business is with women. Dues and initiation fees, \$35,915—up 9% from 1935. Restaurant gross, \$24,055. Meals served, 30,505—up 13.5% from 1935. Food costs have increased 10%; menu prices have been advanced 5%. Employees (clubhouse only) earn \$468 each; club payroll is \$10,488. This does not include manager's salary. Wages have been raised by 13% at 60% of the clubs. Three out of 4 clubs have bars. At these clubs beverage sales were \$14,938 against \$12,635 in 1935—up 19%. Breakdown of beverage sales: beer, 13.8%; wine, 5.9%; soft drinks and mixers, 14.9%; liquor, 65.4%. Liquor sales are split—scotch, 49.6%; gin, 25.4%; rye, 16.5%; bourbon, 8.5%.

Who's Who For the 1937 Augusta Masters' Tourney

AUGUSTA NATIONAL GOLF CLUB announces that those who finished within the first thirty in the 1936 Masters'

* This figure differs from data given earlier on the golf players in these clubs, because wives and juniors are not counted as members, and also because some members are non-golfers.

Tournament will be invited to play again in 1937. The remainder of the U. S. section of next year's player list qualify by finishing within the

First thirty of the 1936 U. S. Open
Last eight of the 1936 U. S. Amateur
Last eight of the 1936 PGA

Automatic qualification is extended to all former U. S. and British Open Champions and U. S. and British Amateur Champions; also to members of the Walker and Ryder Cup Teams.

BRITISH golf manufacturers are considering a plan to appropriate between \$15,000 and \$20,000 to be used in increasing play on municipal courses in the United Kingdom.

Present indications are that a man to organize and push the trade development work will be appointed in the near future.

Winter Sports Programs Show New Promise for Clubs

CONTINUED increase in winter sports is indicating to foresighted country club department heads that there are logical possibilities for active operation of their clubs on a year-round basis.

Winter sports programs at country clubs, formerly a feature to any marked extent only at New England clubs, registered strong this past winter at many central states clubs. Greenkeepers consequently found themselves superintendent of outside plants with plenty of work maintaining skating rinks, toboggan slides and ski territories.

Pioneering work in this field done by Paul Wanberg, greenkeeper at the Weston (Mass.) GC and other New Englanders with winter sports maintenance experience, was found to be a valuable guide. Wanberg, by the way, says that he never has discovered any turf injury resulting from skiing over the Weston fairways.

Winter sports work has permitted several greenkeepers in the central states, as well as in the east, to keep members of their greens staff at work all year.

Liquor revenue in the clubhouse and the snow and ice conditions of the '35-'36 winter, together with skeet installations, made the financial part of last winter's activities generally good for golf clubs north of the Mason-Dixon line.

Development of the all-year programs points to expansion of pros' duties to those of recreational directors.