

# Chicago District Directory Is Detailed Operating Report

THE 1957 edition of the "Directory of Information," compiled by the Chicago District Golf Assn., is a typically fine example of the roundup of club operating statistics this organization has been publishing every year since 1952.

Included in the CDGA report are detailed figures on the operations of dining rooms, bars and grounds and greens. The electric car situation is thoroughly gone into as are the subjects of assessments, swimming pools, caddie and professional reports. Directories of more than 75 private clubs, which include officers and directors, the club mgr., bookkeeper, supt., professional and caddie master are listed and there is also a section devoted to semi-private operations.

Dining room revenue for 37 clubs in the north, west and south areas of Chicago in addition to out-of-area locations averaged slightly more than \$100,000 in 1956 as compared to \$99,000 for the previous year, according to the directory. Twenty of these clubs indicated that dining rooms were operated at losses ranging from one to 20½ per cent of total revenue with 6 per cent being the loss average. Two clubs showed profits of as high as 12 and 16 per cent on dining room operations with the average for those clubs that made money here being less than 5 per cent. Along with operating figures, the CDGA report indicated the number of months a chef is employed. Also shown were service charges, price ranges for lunches and dinners and whether the clubs have minimum house accounts.

## Bar Profits Over 30 Per Cent

Average bar revenue for the 37 clubs listed was \$52,500 with sales ranging from \$18,000 at one club to \$151,000 at another. Four clubs topped the \$100,000 mark. All club bars showed a profit with the average being over 30 per cent and the range from 17 to 52 per cent.

CDGA's electric car poll shows that 30 of 43 clubs permitted use of vehicles while three others allowed them if members produced medical certificates showing that they have been required to give up pedes-

trian golf. Information on storage and servicing of cars also is included in the directory.

According to CDGA figures, two out of three supts. were employed on an annual basis while approximately one of six clubs reporting indicated that living quarters for overseers of grounds and greens were provided. An average of 11 men were hired at most clubs to keep the course in shape during the playing season while an average of four were kept on the payroll for the full 12 months. About one out of 10 clubs retain an outside expert as a greens consultant. The average hourly wage rate for course labor is \$1.50. Thirty-six clubs spent an average of \$43,000 to maintain their courses.

## Membership Assessments

Nineteen of 48 clubs revealed they made membership assessment during 1956. More than one of three clubs indicated they provide living quarters for the club mgr. while more than half of the mgrs. worked on a bonus arrangement. Fifteen of 41 clubs provided food for the mgr. and his family.

Average income from swimming pools, as reported by 31 clubs, was slightly over \$4,000. Cost of maintaining pools, including salaries for coaches and guards and upkeep expense plus sums set aside for entertainment and prizes for swimming competitions, averaged about \$6,000.

Single caddie fees for Class A caddies ranged from an average of \$2.15 per 18 holes to \$2.75, while the Class B range was from \$1.40 to \$2.30. Lodgings for caddie masters were provided for by one of three clubs reporting while 34 of 37 clubs indicated they provided meals for caddie masters. Four of these employees worked on an annual basis while 33 were employed for the season only. Twenty of 33 clubs have caddie welfare funds.

As for professionals, their incomes included an average basic salary of about \$2500 plus shop profits, storage, cleaning and lesson revenue. Basic salaries ranged from \$1200 to \$4800 at the various clubs,



Sid Jessop (center), pres. of Chicago District Golf Assn. smilingly distributed contributions of local golfers to various service and charitable organizations last month. Mrs. Florence Heller (left) accepted a \$2,500 check for a year's supply of coffee for Chicago USO clubs while Mrs. Harry Eaton accepted \$1,500 to aid the Swing Club golf program at veterans hospitals. Stanley A. Van Dyk (second from right) received \$1,000 on behalf of underprivileged youths who attend the American Boys Camp at Coloma, Wis., during the summer. At Jessop's right is Chuck Eckstein, chmn. of CDGA's golf charities budget commission.

the minimum having been increased by \$300 over 1955. About one out of four pros worked on an annual contract. Practically all clubs reporting provided pros with meals while only about one of 10 clubs provided living quarters. This also applied to assistant pros.

Average fees for club storage and cleaning were about \$15. Less than one out of three pros handled their own billing. At clubs where billing was handled by the bookkeeper, about one out of two clubs reimbursed the pro without waiting for the member to settle his account.

#### Foundation Issues Clip Sheet

Starting a public information service, Turf Research Foundation, 101 Park ave., New York 17, issued its first clip sheet, which is being distributed to major newspapers throughout the country, early in May. The six-column, newspaper size page, carries articles on research, hints on starting lawns, use of chemicals and other subjects of interest to amateur turfmen as well as professionals.

#### Michigan-Border Cities Supts. Take Part in Lawn Clinic

Michigan and Border Cities GCSA members collaborated this spring with the Michigan State University Extension Service and the Detroit News in staging lawn clinics at four Detroit high schools. About 3,000 persons attended the clinics and the supts. were besieged with requests for advice on lawns. Andrew Bertoni, Clarence Wolfrom, William Smith, William Milne and Ward Cornwell discussed specific phases of lawn construction, rehabilitation and maintenance at clinic sessions and got help from Clem Wolfrom, Merton Nye, Stephen Forton, Cornelius Schrade, Dino Politz, Leo Johnson and other supts. in answering the barrage of questions that came from the lawn fanciers.

#### Rutgers Field Day

Rutgers University, New Brunswick, N. J., has scheduled its annual turf field day for Aug. 8. Featured will be a tour of the Rutgers Farm Crops department's research plots.