

Chicago District Clubs Fared Well Despite Recession

There are several interesting comparisons between 1958 and 1957 operating figures in the Directory of Information, released in April by the Chicago District Golf Association. The tenth edition of the report shows that revenues and gross profits fell off very little last year in spite of the recession, but offsetting these were moderate increases in salaries and wages and the general cost of club operation.

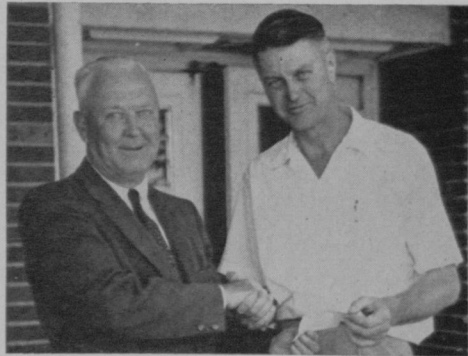
Dining room operations at 39 clubs in 1958 suffered very little in comparison with the 37 clubs which reported on their operations the year before. Average gross revenue in the former year was \$109,000 as compared to \$112,000 in 1957. Gross profit in 1958 was off about 1½ per cent. About one out of three clubs reported that they keep chefs employed the year around. Only two of 39 CDGA clubs have minimum house accounts, the average minimum charge at these clubs being around \$25 a month.

Bar Profits Off Slightly

Bar gross profits were down about 2¼ per cent in 1958 from 1957. The average gross income last year was \$67,000 as compared with \$70,000 the previous year. Gross profit ranged from 40 per cent at one club to 84 per cent at another with the majority of club bars reporting their margin at somewhere between 60 and 65 per cent.

The grounds and greens report show that average hourly wage rates went up about seven cents, from \$1.55 to \$1.62, between 1957 and 1958. City clubs employed an average of 12 men during the season and out-of-town clubs, 7. Most clubs had three or four year-around maintenance employees. There was a fairly wide variance in the supts' salary range. In the city, supts. average about \$8,500 a year, up \$300 from 1957. Outlying area clubs boosted their average supt. salaries from \$6,200 in 1957 to \$6,580. Wages and salaries accounted for about 61 per cent of the dollars spent on maintenance.

Income from swimming pools at 29 city clubs was about \$5,500 while expenses averaged approximately \$6,600. At the



M. K. Jeffords, Jr. (left) presents a check for \$1,000 to Dr. Glenn Burton of the Georgia Coastal Plain experiment station. The contribution for turf research was presented in behalf of the Southern Golf Assn.

out-of-Chicago clubs, income at 11 locations averaged \$2,503 while expenses ran to \$6,300. One outlying club, however, indicated that it received no revenue from its pool.

Information on member assessments in the CDGA report is not complete. However, it is noted that 11 of 20 reporting clubs on Chicago's Northside made assessments in 1958. Four of seven Southside clubs and six of 18 outlying clubs levied assessments on their members last year.

Managers' Salaries Up

Salaries of club managers at Chicago clubs averaged a little less than \$11,000 last year, compared with \$10,000 in 1957, while those of out-of-city managers was closer to \$9,000. From figures available, it is apparent that about one out of two clubs provides lodging for its manager and a slightly higher proportion of clubs pay their managers bonuses.

The basic average salary for pros at city clubs was \$3,200 as compared to \$3,400 at outlying courses. In practically all cases, salaries and wages of assistants are paid by pros. Only a few clubs provide lodging for the head pro but 40 per cent of the clubs provide quarters for assistants.

The average charge per one-half hour lesson in the city is \$4.00 against \$3.25 at outlying clubs. City club cleaning and storage charges are slightly over \$16. In the out-of-city clubs, these charges average \$14.

There are generally two classes of caddies. 18-hole rates in the city run from \$2.75 to \$3.50 for Class A and from \$2.50 to \$3.00 for Class B. At outlying clubs these rates average \$3.00 and \$2.50. Caddiemasters at city clubs average slightly

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For the benefit of younger fellows who debate whether they should leave an assistant's spot for a head supt's job when they have a chance, my advice is: "Don't hesitate if you feel reasonably sure that you are ready!" You'll have your share of headaches starting out, of course. You'll have some doubts as to whether you have made the right move. You'll wonder if you're big enough for the job. Some days you'll think you've forgotten everything you ever learned.

But, generally, after you've been on the job for only a week or two or a month, everything will start to work out. You'll

forget all about your qualms simply because your up to your ears in work. And, if you get into a real jam now and then, remember you've got a few older friends who are in this business. They'll always give you a hand. I have quite a few experienced supts. on my consulting staff even though they may not realize it.

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less than \$350 monthly and at out-of-city clubs, \$275.

Golf Car Section

A section in the CDGA report also is devoted to the golf car situation. Material contained in it was largely gleaned from a meeting of club presidents, green and golf chmn., supts. and pros, sponsored by the District at the Oak Park CC in March. Details of this meeting appeared in April GOLFDOM (page 50).

The Chicago District's 10th report was prepared by a seven-man club administration committee under the direction of Charles N. Eckstein, CDGA pres. Members of the committee included: Raymond S. Blunt, Sr., chmn., John D. Cannon, Ralph Kortge, Graf Moeller, A. R. Ross, John A. Walters and Horace G. Barnhart.

In a preface to the report, Eckstein pointed out that more and more clubs are relying on the District's annual report. He added, however, that statistical information obtained from CDGA clubs is still not all that it should be, not because some clubs are reluctant to divulge it, but because some are lax in compiling it.

It was inadvertently stated in March Goldom that Bill Bell was architect for the new El Camino CC, Oceanside, Calif. W. H. (Bill) Johnson of Los Angeles designed this course.