

## 50 Clubs Report on Operations in Chicago Directory

THE annual Directory of Information, published by the Chicago Golf District, and used by numerous clubs and associations throughout the country as an operating guide, is a typically fine round-up of statistical information that covers bar and dining room operations, course maintenance, golf cars, the pro department, assessments and other club activities. Published for the twelfth straight year, the Directory came off the press in April.

Reports from more than 50 clubs are included in the CDGA compilation and in some cases, comparative figures going back to 1957, are included.

Dining room revenue for 1960, according to the Directory, averaged \$116,000 at 52 clubs, 35 of them within Chicago or located in the suburbs, and the remaining 17 in what is known as "out-of-area" locations. Average gross profit from this revenue was 50.44 per cent. Both revenue and gross profit were very close to what had been reported in the three previous years. Revenue, for example, didn't vary more than \$3,000 or \$4,000 between 1960 and any of the other years listed. The gross profit percentage figure has constantly been around 50.

### Gross Profit Down

Bar operations at 48 reporting clubs showed a slight reduction in gross profit from the three previous years although sales in 1960 exceeded all other years except 1959. Last year's average sales amounted to \$72,500 and the gross profit was slightly under 62 per cent. In 1957, the gross was pegged at 65 per cent. Included in the bar report are high, low and average charges for various drinks, service charge percentages and number of bartenders employed.

Average hourly course wage ranged from \$1.58 to \$1.80 at clubs in the district. Approximately one of three clubs provided supts. with living quarters and about half as many gave them one meal a day. About one out of ten supts. were provided either with automobiles or auto-



The eighth hole at the new Port St. Lucie (Fla.) CC has been dedicated to Cary Middlecoff, (r), one of golf's all time greats. The plaque designating the Middlecoff hole is shown by Chick Harbert, executive golf dir. for General Development Corp., which built the course.

mobile expense allowances. Clubs in the city or suburbs had a ground crew of 12 men during the playing season, reducing this to an average of four in the off season. Out of area clubs reported an average of eight summertime employees and three in the winter.

Salaries for laborer take about 45 per cent of maintenance budgets with chemicals-fertilizer-seed and new machinery also making quite an appreciable dent in the greenmaster's funds. Allocations for construction of new greens and course rebuilding projects also were very much in evidence in reports from many clubs for 1960.

More than 60 clubs reported that a total of 1,596 golf cars were used on their courses last year. More than 40 per cent of the vehicles were privately owned with the balance largely belonging to the clubs or being leased through them. Restrictions applied mainly to green areas. Monthly service charges ranged from \$10 or less to \$40 with most of the clubs reporting that \$20 was the predominant charge. Servicing was divided fairly evenly among the clubs, professionals and contractors.

### Pro Salaries Up

Salaries paid CDGA pros were reported to be approximately 20 per cent higher in 1960 than they were three years ago. More than four out of five head pros continue to pay the salaries of their assistants. Clubs provide lodgings for about one of seven pros, and meals that are provided are either outright or on a discount basis. Pros

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in the city and suburbs are averaging a little more than \$4 for a half-hour lesson while those in the outskirts are getting \$3.65. Average charges for cleaning and storage of clubs were about \$17.50 at Chicago and suburban clubs and \$14 away from the city.

#### Caddie Fees

Caddie fees continue to run about \$3.00 at city-suburban clubs for Class AA or A carriers and \$2.65 at out-of-area clubs. For Class B caddies the fees average \$2.65 and \$2.45, respectively. Caddiemasters drew a monthly salary of more than \$400 at city-suburban clubs and around \$250 at clubs away from the city. In most cases, these employees were provided meals, worked an average of about eight months a year and four out of five were permitted to retain concession profits. Three out of five clubs have caddie welfare funds.

The assessment report shows that about two out of three clubs in the city and suburbs assessed their members in 1960 as compared to two out of five at out-of-area clubs. Seven out of ten clubs hope to avoid adding the extra charges in 1961.

### Impressive Aspects to TV Coverage of the Masters

More than a half million dollars in electronic equipment and around 90 TV technicians were moved from New York to Augusta, Ga., a distance of 911 miles, to bring the three days playing of the Masters to millions of golf fans. Three giant trucks were used to transport the CBS transmitting equipment which was estimated to have weighed about 40 tons.

During the tournament the electrical output of the equipment was enough to light all the homes in Augusta, a city of 80,000. Twelve cameras were trained on the play and of these, nine were equipped with a new type zoomer lens, each valued at \$9,500. The director of the show had a choice of nine pictures to show to TV fans. This enabled him to quickly switch to any player who started burning up the course. Six local telephone employees were hired to stand by to make any adjustments or repairs in case any of the pictures became "lost." One thing about August National that reassures TV technicians is that it has underground conduits to carry most of the cables. It's one of the few courses that has.