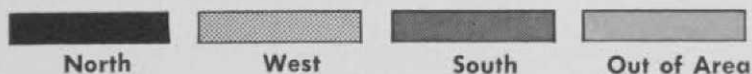
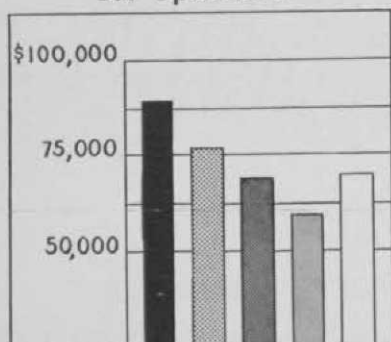


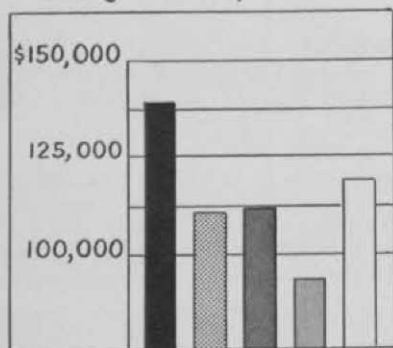
# Facts and Figures from The Chicago District Directory



**Bar Operations**

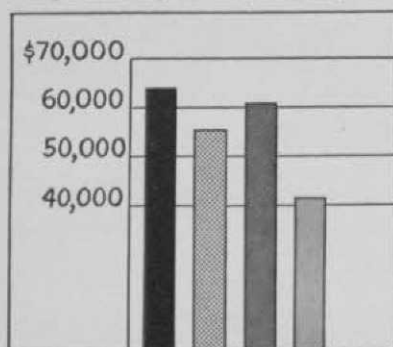


**Dining Room Operations**



(White bars — average in 1958)

**Maintenance Costs  
(grounds-greens-18 holes)**

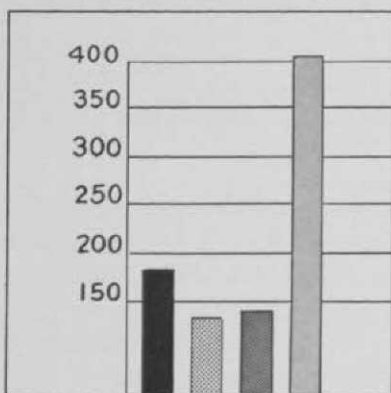
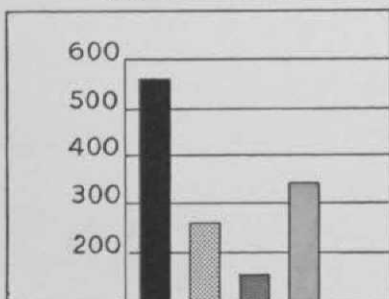
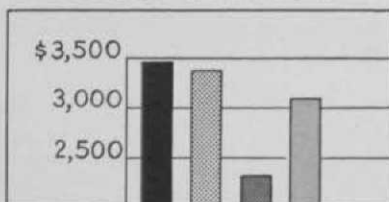
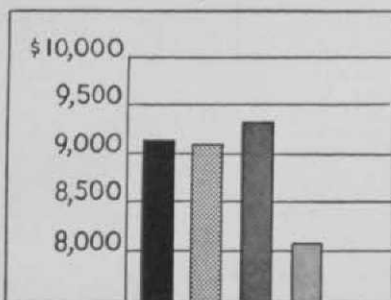


The graphs and information which appear on this page and on page 30 are taken from facts and figures that appear in the 14th edition of the Chicago District GA's "Directory of Information," which was released in April. A total of 51 clubs, or slightly more than 40 per cent of those that are members of the CDGA, supplied full data for the Directory. This publication, along with that of the Metropolitan Golf Association, is generally accepted as the "operating Bible" of the golf business. Many clubs throughout the country use it as a model in setting up their operating procedures or as a basis of comparison for their receipts and cost outlays.

Gross profit from dining room operations averaged approximately 53 per cent in 1962. Since 1957, it has consistently been close to this figure. In a footnote, CDGA points out that dining rooms should spend less than 48 per cent of sales for food to avoid an operating deficit. Average charge for lunch is about \$1.80 and for dinner, about \$4.25. About 65 per cent of the clubs assess service charges ranging from 10 to 20 per cent.

Average hourly labor rate at North and West clubs is \$1.90. At South clubs it is \$1.70 and for Out of Area, \$1.60. Clubs in the city employ 11 or 12 men in season and three all year; Out of Area clubs have 7 in-season employees and two the year around. These are in addition to the supt. About one of three clubs employs outside green counsel. Slightly less than half of reporting clubs permit outside tournaments.

Generally, there are two caddie classifications: Honor, AA and A, and Class B. 18-hole fees average about \$3.25 for Honor and about \$2.60 for Class B. There is a wide range in caddiemaster salaries.

**Cars—Member Owned****Cars—Owned or Leased by Pros or Clubs****Average Pro Salaries****Average Supt. Salaries**

North and West clubs average from \$385 to \$400 a month; South clubs, \$315; and Out of Area, \$185. Ten of 53 clubs in all locations employ caddiemasters all year, and 10 of 59 provide lodgings for them.

A total of 43 clubs made assessments in 1962 as compared to 40 which didn't.

About 80 per cent of reporting clubs permit golf cars to be driven on fairways. The 10-yard from greens limit prevails at two-thirds of the clubs. The remainder require drivers to stay 20 to 30 yards from the putting surfaces. About one of three clubs have car paths and a like number require that caddies accompany cars. Twenty-one of 34 clubs report that their monthly car service charges are \$20 or less. \$7 to \$8 per 18 holes is the most prevalent rental charge.

Pro lesson charges average from \$3.90 to \$4.50 (per half hour) at metropolitan clubs and \$3.60 at Out of Area. Club cleaning and storage charges are about \$18.50 in the city and slightly less than \$15 at Out of Area clubs.

Twenty of 43 reporting clubs provide lodging for their managers. About 38 per cent provide meals for the manager and his family, and 60 clubs report they provide meals for the manager only. About 37 per cent of the clubs give the manager a bonus in addition to salary. At about half of the clubs, the manager gets a two-week vacation and at one of six clubs this is extended to one month.

**Average Manager Salaries**