

Nine-Year Report Reflects Relatively Little Change

DINING ROOM OPERATIONS —	Sales	North	West	South	Out-of-Area
	1955	NA	NA	NA	NA
	1959	119,865	108,065	134,389	83,693
	1964	128,869	107,838	113,235	96,210

GROSS PROFIT (Dining Room)

1955	NA	NA	NA	NA
1959	51.53%	51.95%	49.16%	46.64%
1964	54.52%	49.64%	53.27%	50.57%

BAR OPERATIONS —

Sales	North	West	South	Out-of-Area
1955	NA	NA	NA	NA
1959	\$67,040	\$77,244	\$79,242	\$52,087
1964	85,032	80,248	83,155	60,336

GROSS PROFIT (Bar)

1955	NA	NA	NA	NA
1959	62.25%	65.03%	64.40%	59.15%
1964	68.23%	67%	64.51%	60.55%

COURSE MAINTENANCE EXPENSE

	North	West	South	Out-of-Area
1954	43,800	38,900	36,580	21,410
1959	53,285	39,040	50,018	31,621
1964	67,355	58,290	68,385	42,100

AVERAGE SUPT. SALARIES

	North	West	South	Out-of-Area
1954	6,500	6,380	5,040	4,100
1959	7,756	7,937	9,908	6,580
1964	10,680	9,035	10,350	8,045

NA — Not Available

AVERAGE PRO SALARIES

	North	West	South	Out-of-Area
1955	NA	NA	NA	NA
1959	3,650	3,000	2,925	3,400
1964	3,095	3,390	3,810	2,955

AVERAGE MANAGER SALARIES

	North	West	South	Out-of-Area
1954	NA	NA	NA	NA
1959	11,118	9,100	12,000	8,900
1964	14,375	11,410	10,060	9,805

SWIMMING POOLS

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Income	North	West	South	Out-of-Area
1955	2,672	4,000	3,160	775
1959	4,833	5,818	5,736	2,503
1964	5,130	6,750	3,785	2,340

EXPENSES (Swimming Pool)

1954	5,069	6,300	4,950	4,620
1959	6,274	7,073	6,469	6,301
1964	7,130	8,480	6,660	7,965

NA — Not Available

The above survey of a decade of course operations is taken from the 1964 Chicago District GA Directory and is based on reports of 130 member clubs. The CDGA Directory, along with that of the Metropolitan GA, is used by many clubs as a basis comparison for their receipts and cost outlays.

Over the past nine years, dining room and bar gross profits have remained approximately the same . . . Dining room sales have fluctuated although bar sales have increased, particularly in the North area where they have jumped \$17,992 in the past five years . . . Course maintenance expenses have soared . . . The average cost of the four areas has increased \$23,860 since 1955 with the greatest increase in the South area which reports that \$31,805 more was spent in 1964 than in 1955.

Greenmaster Salaries Up

Supts.' salaries have increased also, reflecting the additional responsibilities and training needed to meet golfers' current turf demands . . . Pro retainer salaries, on the other hand, have remained about the same or declined slightly . . . Salaries paid to club managers have increased somewhat except in the South area where there has been a significant decline among the reporting clubs.

Swimming pools seem to be becoming an increasingly expensive item for CDGA country clubs . . . Designed to provide complete family facilities, pools are usually operated at a loss . . . According to the survey, this loss has increased from an average in 1955 of \$2580 to more than \$3000 in 1964.