

Wide Cost Variations within A Single District

If the impression persists that country clubs in the same section of the country are operated at approximately the same cost, it is again belied by 16th "Directory of Information," published in April by the Chicago District Golf Association.

As it always has in the past, the CDGA has made an extensive study of grounds and greens maintenance expense at 56 clubs in the Chicago area for 1964 and reestablished the fact that course upkeep at a North Side club comes much higher than at one designated as being in an "Out of Area" location. The average cost of maintaining an 18-hole NorthSide club is \$80,500 as compared to \$48,815 for an "Out of Area" club.

The greater part of the difference in the figures cited above is accounted for by wages paid course employees, and by new greens building or course rebuilding projects that were undertaken in 1964. Total average wages for NorthSide clubs amounted to nearly \$36,000 last year as compared to \$18,400 for clubs in Out of Area locations. Supts' salaries are not included in these figures.

NorthSide clubs invested an average of \$23,200 in new building and renovation projects in 1964, about \$7,000 more than the average for Out of Area clubs. Their combined bills for sand and soil, chemicals, fertilizer and seed, gas, oil and grease, new machinery and machinery repairs and miscellaneous items totalled about \$9,000 more on the average than clubs in Out of Area locations.

District Wage Scale

Grounds expense at 12 West Side and seven South Side clubs in the CDGA fell about halfway between the average totals for NorthSide and Out of Area clubs. The wage scale for the entire district varies from \$1.85 at NorthSide clubs to \$1.65 at Out of Area clubs. The prevailing rate at

West Side locations is \$1.80 and at South Side clubs, \$1.70.

Grounds and Greens expense is one of 13 categories covered in the 1965 CDGA Directory, which is perhaps more comprehensive than any published before. More than four months of work went into its preparation, according to Carol McCue, who is in charge of assembling and compiling the material that is included in the Directory of Information.

Bar Gross Off Slightly

A total of 39 clubs, somewhat fewer than in five previous years, reported on 1964 Bar operations. The average gross profit for all (64 per cent) was slightly lower than it had been in three previous years. Bars at NorthSide clubs were a little more efficiently run than those at other locations. They reported a 66.5 gross compared with 65.3 for West Side clubs, 64.5 for South Side clubs and 60.8 for Out of Area clubs. Sales for all clubs ranged from \$27,250 to \$153,800, with the average being \$79,250. NorthSide clubs were high with an average of \$92,300. Their sales ran about \$23,000 higher on the average than those at West Side clubs, which reported lowest bar revenues

Average charge for Bourbon, Scotch, Manhattan and Martini drinks at NorthSide and South Side clubs was in the 80-85 cent range, and at the others in the 70-75 cent range.

Restaurant Gross — 52.4 Per Cent

West Side clubs ran their Dining Room operations most profitably, making a 55 per cent gross. All other sections reported realizing more than a 50 per cent gross. The average for the district's 40 reporting clubs was 52.4 per cent. This was about the same as it had been in 1963 and 1961, but a percentage point behind 1962.

Members of North Side clubs apparently were the most devoted trenchermen. Average sales at 12 North locations amounted to \$150,500. This was nearly \$30,000 more than the average reported by six South Side clubs. Seventeen Out of Area clubs had sales of \$106,000 while five West Side managers reported that they grossed \$100,000. Overall sales for the District ran to \$121,000, the highest they have been since the CDGA started to compile restaurant figures in 1957.

Many Add Assessments

The Chicago District assessment report shows that 40 out of 94 clubs were forced to pass on extra charges for staying in business to their members. The average amount of assessment isn't stated. However, things are looking up for 1965. Only 24 of 82 clubs say they are planning to add extra levies this year.

Retainer salaries for pros average \$3,789 per year at 49 clubs that answered this section of the CDGA questionnaire. This is more than \$700 higher than it was in 1959. The North Side pays the highest salaries to its shopmasters, with 13 clubs averaging \$4,520.

Lesson Fee — \$4.36

To take a half hour lesson in the Chicago area, it costs a player \$4.36. The lesson tab ranges from \$4.05 on an Out of Area practice tee to \$4.70 on the north side of the city. Club cleaning and storage charges are fairly consistent in the immediate vicinity of Chicago. The average for all clubs is slightly higher than \$18 a year. At Out of Area clubs it is closer to \$15.50. One West Side club gets as much as \$35 a year for its shop services and several report getting \$25 or more. Fifteen out of 75 clubs in the District have winter practice facilities for their members.

The 57 clubs that reported on golf car operations had more than 1,000 vehicles available for rental to members in 1964. Private ownership of golf cars runs to 550 at these clubs. Approximately 70 per cent of the cars are electrically powered. Only about one out of four clubs limits drivers to the rough. Three out of four permit players to come within a 10-yard



This isn't Moon Maid and her golfing companion, although this scene makes you wonder if photo wasn't taken somewhere in space. Picture was snapped at the new Mauna Kea Beach Hotel course in Hawaii. An unusually low ranging snowfall is seen on Mauna Kea in the background. This mountain, 13,784, is said to be world's highest island peak.

range of the greens. Paths are provided at approximately half of the Chicago District courses. Players who drive are required to take caddies at 45 per cent of the clubs.

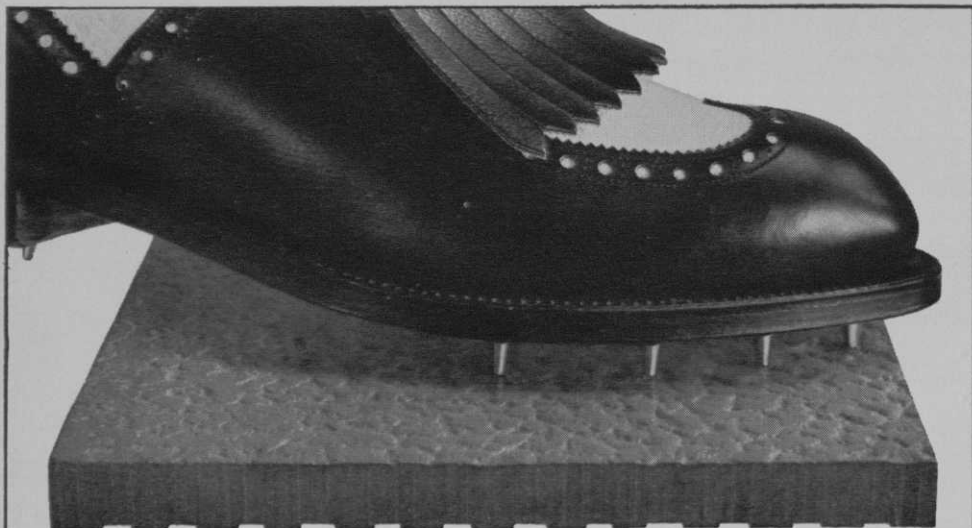
Golf Car Charge

The most prevalent charge for golf car use is \$8.00 for 18 holes. The rental range is from \$6 to \$9, but 95 per cent of the clubs that reported on car operations get \$7 or more per 18 holes for use of their vehicles. The most common monthly service charge for persons who own their cars is \$20.

Other highlights of the Chicago District report:

Swimming pool income at Northside and Out of Area clubs outstrips outgo . . . West Side clubs come close to breaking even on their pools, but eight South Side clubs lose an average of \$3,000 yearly in maintaining pools . . . The 18-hole rate for Class AA or A caddies is close to \$3.50 in the District . . . For Class B caddies it is about \$2.60 . . . Caddiemaster salaries are approximately \$475 a month at the 27 clubs that reported on them . . . The caddiemasters average \$500 a month at NorthSide and Out of Area clubs but only \$425 in other parts of the District . . . Assistant caddiemasters

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Tom considers it part of his responsibility to teach his assistants how to teach. His reputation for doing so insures him far more applicants for assistants jobs than he can accept. He tries to take the cream of the crop and points with pride to those who have gone on to full time jobs. Among them are Bill Ogden, North Shore, Chicago; Buddy Porter, Palm Springs — Indian Wells; George Gargovich, Sacramento — Northridge CC).

Teaching how to buy is done by having salesmen call at the end of the day, often after dark. LoPresti gathers all his assistants and they have a free-for-all session with the salesman. It works to his advantage too, of course, because all suggestions for profitable merchandise get a hearing.

The Haggain Oaks pro believes in developing a close personal relationship with his assistants. Several times a year he has social outings for them, a steak barbecue at his home or perhaps dinner at a res-

taurant for the entire staff, wives and girl friends. When he goes to tournament a or other out-o-town golfing events he tries to take one of his assistants, rotating the favor among them equally. This helps them become acquainted with a wider segment of the golfing fraternity, and it makes for a pleasant relationship.

Chicago District Report

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draw a salary of around \$200 a month.

Club Managers' Salaries

Club managers' salaries at 50 clubs in the District average \$11,375 annually . . . Managers at 12 NorthSide clubs draw an average of \$13,200, but this tapers off to around \$10,700 at West Side and Out of Area clubs . . . More than half of the managers are provided lodging, practically all are given their meals, and meals are provided for families of nearly 40 per cent of the managers . . . Three out of five managers receive bonuses in addition to their salaries . . . Two weeks is

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Taxes Covered

In a section on Taxes, the CDGA reiterates that a 20 per cent dues tax has to be assessed on lockers that are used for more than six days . . . Minimum house accounts are dues and, as such, are subject to the 20 per cent excise tax regardless of whether the minimum is used or not . . . The tax on life memberships generally is the same as on dues . . . Assessments and initiation fees put in funds set aside for capital improvements, or to repay loans for such purposes, are not subject to the excise tax . . . However, capital improvement funds have to be spent within three years of collection or they are taxable . . . Thus far meals and lodging furnished employees are not subject to the federal income tax *if these are provided for the convenience of the club* . . . The value of meals is subject to the social security tax . . . It can be arbitrarily computed as amounting to 25 cents per meal.

Plan Against Pitfalls

(Continued from page 78)

unable to hire a competent architect. How was this mistake made? The architect "miscalculated" on the number of acre-feet of water he expected to capture from the winter rains in the lake which he constructed for the dual purpose of serving as a reservoir and a hazard. He not only miscalculated the winter rain capture, but the per acre foot water evaporation, and the loss through seepage.

Why doesn't the club dig a well to rectify these mistakes? "The cost is too high," and, "the course is not worth the expense," officials say. Of course both of these excuses are unfounded. The expense is justified and if this club is to stay in business, it will have to make the investment sooner or later.

While the first course has lush fairways, it is paying too much for watering its course. The pipes used in the sprinkling system are too small, thus putting an overload on the pumps. The overload is cost-