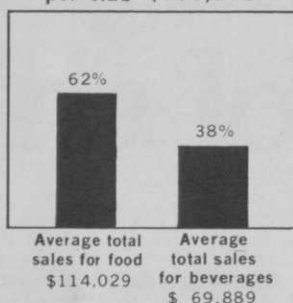
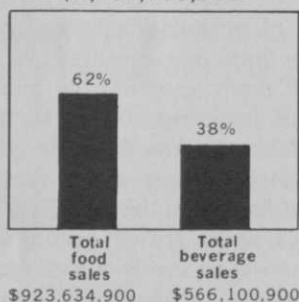


STUDY ADDS FACTS AND FIGURES

National average total sales of food and beverages per club \$183,918



Total sales for food and beverages \$1,489,735,000*



* based on 8,100 facilities serving food and beverages

An undertaking of the size and scope of GOLFDOM's First Annual Marketing and Research Study, published in the February issue of GOLFDOM, marked the first full-scale attempt to produce an overall marketing statement about the golf industry.

Editorially, we recognize that the path we chose to take would be fraught with hazards, which many times accompany such an initial undertaking. Thus, in certain computations, the study went awry, and the editors feel these areas should be corrected now.

In the section dealing with the club pro, a chart showed that prize money contributed 7.1 per cent to the pro's gross dollar volume. In fact, what is meant here is that 7.1 per cent of the pro's income comes from prize money. Moreover, this only appears to be true of one-third of the pros who replied to GOLFDOM's study and who earned prize money within the year. The remaining two-thirds gave no figure because possibly they have no prize money earnings.

In the article dealing with club

managers, total sales of food and beverage on an average were given as \$183,918 per club. This figure is based on an estimated 8,100 clubs and golf facilities serving food and beverages of some variety. Not all of the nation's 9,400 facilities (as of December, 1967) serve food and beverages.

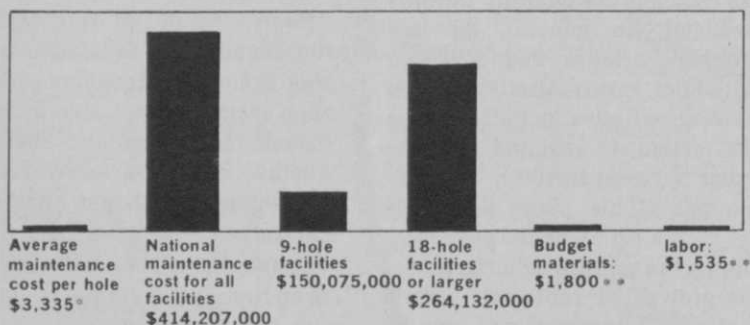
In the superintendent's category where cost of maintenance per hole is computed at \$3,335, nationally this figure should be \$150,075,000 for nine-hole facilities and \$264,132,000 for 18-hole facilities, or a grand total of \$414,207,000.

The per hole figure breaks down to \$1,800 for materials and \$1,535 for labor. The labor figure is a lesser figure because it does not include superintendents' salaries.

GOLFDOM's study indicates that of the nation's 9,400 golf facilities, only 7,100 have golf cars. On this basis, the study reported the average number of cars per facility at 28.1. In the February issue this figure was incorrectly listed as the average of

Continued on page 77

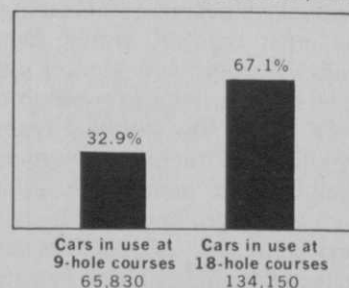
Golf course maintenance costs



* using a base of 9,400 golf facilities

** exclusive of superintendents' salaries

Total number of cars in the United States about 200,000*



* cars only at approximately 7,100 facilities

Study adds

Continued from page 74

9,400 facilities. As to the number of golf cars on nine-hole and 18-hole courses, an error arose from incorrectly stating the number of nine-hole and 18-hole facilities in the country. In fact, there were some 5,000 nine-hole and 4,400 18-hole facilities in the U.S. at the end of 1967.

The ratio of golf cars at these facilities cannot be accurately computed, other than the national average stated above. The predominant usage and number of cars, as indicated in the GOLFDOM study, would be at 18-hole facilities.

The revenue that golf cars contribute to total club revenues can only be stated in terms of a percentage of individual clubs, ranging from 2.5 per cent to 4.4 per cent depending on the size of the club, location and initial price charged.

There is no way of determining how much of green fees and car rentals is expended to offset course maintenance costs. Although there is some correlation between these two factors, the scope of GOLFDOM's First Annual Marketing and Research Study was not designed to show this relationship.

Consumers view pro shops

Continued from page 39

17. Deliberated one year because of price of clubs in pro shop.

The problems that confront the golfer and the pro in reaching a better understanding that would benefit both can be pin-pointed from the words of the following letter, a letter from a respondent to GOLF Magazine's new equipment survey.

'If my swing is wrong, I want to try to the best of my ability to correct it rather than have corrected equipment for a faulty swing. This summer I wanted to

Sixty-three per cent of the golfers responding bought a complete set of golf clubs within the last three years.

buy some better clubs, suggested by an ad I saw in GOLF. I went to a pro shop and they didn't have a brochure or literature to show me, just said, 'We know, we

know.' I was interested in seeing in black and white the specs of the clubs I was getting. I finally wrote to the company and they refused to send literature and said the only one that could help me was a golf pro. A very discouraging experience. I don't think this will change procedure, but I know a lot of amateur golfers who feel the same way.' □

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