

GC, Firestone CC, Akron, O., and CC of Brookline to receive Golf Writers Assn. of America awards for working press tournament quarters . . . GWA President Nelson Cullenward of San Francisco News Call Bulletin, will give Pebble Beach its plaque during the Crosby tournament and Firestone and CC of Brookline will be presented their plaques during the GWA's annual meeting and election in the Masters' tournament building, April 8.

**Johnny Gaucas, pro at Van Schaick CC,** Cohoes, N.Y., and veteran official of Northeastern N.Y. PGA, amazed his army of friends with his playing of the new PGA layout during the annual meeting at Palm Beach . . . Johnny lost a leg a year ago and has adjusted his game to his handicap in a thrilling way . . . Mike Brady, looking better than he has for years, was at the PGA meeting and still campaigning for action on a PGA pension fund . . . Mike says that with golf television being so popular the PGA has its best chance to make arrangements to establish a good pension fund under tax conditions satisfactory to sponsors and pro . . . Mike has been campaigning for a PGA pension fund since 1916.

**Ray Daley's tenth year as pro at Pompano Beach (Fla.) CC** celebrated by a

party given him by the club ladies golf association . . . They gave Ray an electric razor . . . Ray's anniversaries are marked by pleasant parties . . . One of them, when he was pro at Colonial Terrace CC, Deal, N.J., saw club members giving Ray a car. . . Paul Erath, Supt. of Laurel Valley CC, Ligonier, Pa., is a notably efficient golf businessman . . . In addition to maintaining a great course in great condition, Paul has designed and built other good courses . . . He has built Port Cherry Hills CC 18 in McDonald, Pa., for Joe Zombeck, former football star . . . It will open in July and will add 9 in 1965 . . . Paul also has built 18 for Dick Groat, Ronnie Klein and Jerry Lynch in Ligonier, Pa., and Saranac CC, a semi-private 18 of his own, in Donegal, Pa.

**Many changes in pro jobs around the Los Angeles area . . .** Bill Parker goes from Los Coyotes to Hacienda . . . Jack Ellis, assistant at South Hills to pro job at Los Coyotes . . . Howard Smith from Hacienda, to Diamond Bar and now in Mountain Meadows . . . Len Kennett from San Gabriel to Los Verdes CC . . . Zeke Avila, formerly supt. at Hacienda who left to supervise construction job at La Canada in L.A. district, is now a consultant in maintaining Arcadia, Studio

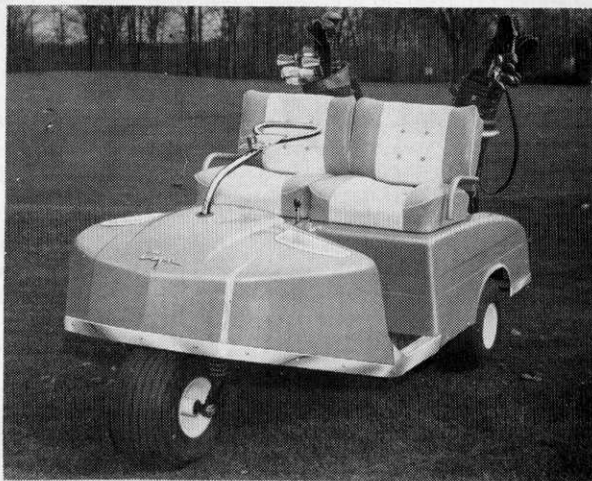
# Capri

## GAS AND ELECTRIC GOLF CARS

. . . The very latest in styling and quality components give the feeling of elegance. Ready for action. Ride and relax in comfort and enjoy the ease of handling.

*Distributors' Inquiries  
Welcome*

*Literature available on request.*



*Visit our Booth at the National PGA Merchandising Show*

**CAPRI MANUFACTURING COMPANY** • 1821 Columbus Ave., Dept. H, Springfield, Ohio

**Better Than Ever!**

**Walker**  
EXECUTIVE  
TRADE MARK



the 1964  
**WALKER**

**Executive**

**GOLF CAR**

*New Literature Available! Write today for complete information.*

427 South Broadway P. O. Box 1404

**Jato** MANUFACTURING, INC.  
Salina, Kansas

- Beautiful sports car styling
- Gasoline powered
- Unitized all-steel body
- Rugged, dependable, economical
- Tested and proven by nation-wide and foreign use

City and South Gate courses and has worked on finishing the Hansen Dam course.

Lou Strong, former president of the PGA, made an honorary citizen of Florida . . . Ralph Guldahl, in accepting PGA Hall of Fame award, told of becoming interested in golf as a protege of Syd Cooper, Harry's father, when Syd was pro at Tennyson Park in Dallas . . . Ralph's aspirations were strengthened when Walter Hagen, driving a 16-cylinder Cadillac, stopped to ask Guldahl directions to the Cedar Crest CC in Dallas where Walter won the 1927 PGA . . . Guldahl was playing in a Texas Open as an amateur with Graham Ross, and doing so well after three rounds he decided to play as a pro in the fourth round . . . He finished in 11th place for \$100.

Pharoah CC, Corpus Christi, Tex., to be opened in April . . . Golf course being planned for Carousel Mountain area in Michigan . . . It will be between Holland and Saugatuck . . . Twin Pines GC, promoted by Jaycees, opened in Russellville, Ala., in November . . . Volunteers from the membership planted 1,000 Scotch

pine trees at Tippecanoe (Ind.) CC last fall . . . Forest Lake CC now in construction stage in Sarasota, Fla. . . . Work has started on \$200,000 golf course in Taylorsville, N.C. section . . . Amsterdam, N.Y. muny operation showed a \$6,500 profit in 1963 from receipts of nearly \$46,000 . . . Sooner Park muny course in Bartlesville, Okla., was put in play in December . . . Pro is Alsie Hyden, formerly an assistant at LaFortune Park in Tulsa.

Bud Baker of Cleveland, O., has been named pro at the Par 3 GC in Gulfport, Miss. . . . Durant (Tex.) CC clubhouse destroyed by fire in November . . . Add 9 holes to Harry B. Brownson CC in Ansonia, Conn. . . . Robert Carrier of Louisville heads group that is building a resort, including an 18-hole course, near Park City, Ky. . . . Jackson (Mo.) CC constructing clubhouse to go along with the course it recently completed . . . Grover Robbins investing \$1 million in 18-hole course and resort in Shulls Mills, near Boone, N.C. . . . West Bend (Wis.) CC getting a new clubhouse which will be completed in April . . . Pittsburgh (Calif.) G & CC recently completed installation of a \$50,000

18-hole course watering system.

**National City (Calif.) munny course** opened in November . . . It has been leased to Tom Gaulding, who will serve as pro-manager . . . 18-hole course and range were developed by Karl J. Gaulding, Tom's father . . . Ogden, Calif. getting a 9-hole public course which will be completed this spring . . . New London (Conn.) CC building new clubhouse . . . Glen Brook CC, Wolcott, Conn., put in play late last fall . . . Bissonet-Maned Downs CC now under construction in Metairie, La. . . Club members are completing 18-hole course in Siloam Springs, Ark. . . East Ridge CC, Shreveport, adding youth center, pro shop and grill to its clubhouse building.

**Bob Grant, supt. at Runaway Brook CC, Bolton, Mass.,** since 1956, has moved to Woodbridge (Conn.) CC . . . Ted Bickel, Jr., has succeeded his father as pro at Springhaven Club in the Philadelphia district . . . The elder Bickel has been at this club for 20 years and will stay on as his son's assistant . . . He's a former PGA national vp . . . N.J. Women's Senior GA and the caddies at his club recently presented plaques for extraordinary serv-

ices to Danny Williams, Sr., pro at the Knoll Club, Boonton, N.J. . . . Williams also is N.J.'s 1963 pro-of-the-year . . . New Jersey GA has moved its headquarters to 51 Lincoln st. in East Orange due to recent retirement of its secretary, Lester Palmer, who formerly handled association details from his home in Maplewood.

**Warren Bidwell of Olympia Fields (Ill.) CC** is the 1964 president of the Midwest GCSA . . . Other officers are Al Johnson, Bill Stuppel and Roy Nelson, vps; Ted Woehrl, secretary; and Anthony Meyer, treasurer . . . It is going to cost the Lucky International Open committee \$2,500 to rent Harding Park in San Francisco the week of Jan. 20-26 . . . A total of 135 amateur openings have been made available for the Lucky International Pro-Am . . . Sidney Carroll has succeeded Irving Cantor as president of the Washington, D.C. District GA . . . Alex Jednoff, Ed Ault and Ray Lawrenson also are officers of the organization . . . DeKalb, Ga. has engaged Architect Dick Wilson to build its first public course . . . Federal grant and bond issue will pay for its construction . . . DeKalb became eligible for federal funds by purchasing park land through the government's open space program.

*Remember . . .*

## **BAGS 'N' CARTS**

*spend much more time in storage than in play . . .*

- ✓ Don't build up a flood of justifiable gripes on how they are stored . . .
- ✓ Banish wear 'n' tear. Establish loving care, . . . with space to spare!
- ✓ **PLAN NOW TO INSTALL**

# **KUSEL**

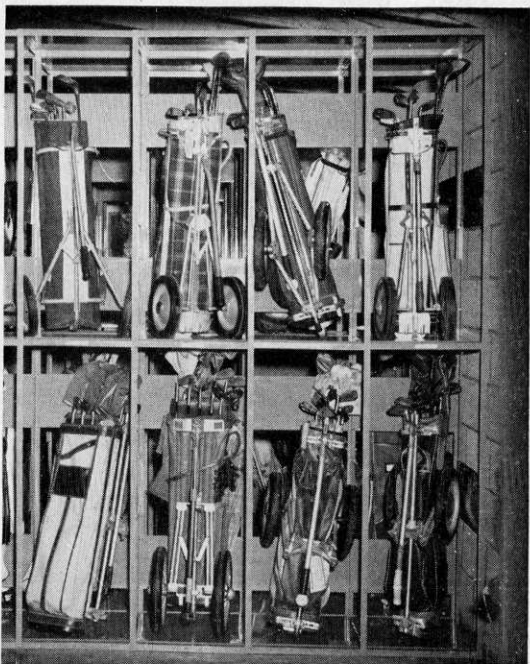
## **STORAGE RACKS**

*Send for prices NOW*

### **KUSEL DAIRY EQUIPMENT CO.**

*Metal Fabricators for over a Century*

**WATERTOWN • WISCONSIN**





**America's  
Quality  
Golf Car!**

**THE  
1964**

**KRO-KAR**

Formerly - WORTHINGTON CHAMP

KRO-KAR . . . a dependable name in golf cars . . . a profit-wise investment in quality-proven rental fleet performance. Get the KRO-KAR facts for 1964 including important improvements.

Also industrial and personnel electric cars and golf car trailers.

Inspect the KRO-KAR at the PGA Merchandising Show — Jan. 28 — Feb. 1 — PGA National Golf Club, Palm Beach Gardens, Fla.

**KRO-KAR INC.**

55 MARKET S. W. — GRAND RAPIDS 2, MICH.



## PGA's New President

*(Continued from page 51)*

for a \$1,500,000 building bill plus a window washing bill that would pay rent for PGA offices in New York or Chicago.

"But what's the use of second guessing?" the vp continued. "Cantrell has a hell of a tough job and we are in it with him. It will work out some way. We probably will learn to sympathize with our members when they get hit with assessments for club deficits."

The new PGA clubhouse and office building is a big, long and attractive structure. When you are approaching it on one of the unfinished roads leading to the club, the roof looks like the roof of the grandstand at Arlington Park race track in Chicago. When you reach the unfinished building and see the fine equipment that furnishes the kitchen part of the clubhouse, you think there may be something to the laughing comment of a visiting delegate who said, "I would like to show this to my boss, then dare ask him for a raise."

Along with Cantrell as newly elected officers to cope with the problems of the

growing and exceedingly useful PGA are George Hall, pro at Cornell University and a former treasurer of the organization, secretary; Max Elbin, pro at Burning Tree Club, (Washington DC dist.), treasurer; and four vice presidents elected to fill expiring terms on a board of eleven vps: Lew Adesso, Cornell University course, Ithaca, N.Y.; Gene Mason, Columbia-Edgewater CC, Portland, Ore.; Terry Malan, Willow Creek CC, Sandy, Utah; and Jay Hebert, LaFayette, La. Hebert represents the tournament players on the executive committee.

### Heads Advisory Committee

William B. MacDonald, jr., was moved up to head the advisory committee upon the retirement of Glen Sisler as chairman.

MacDonald did a clever job as m.c. at the annual President's dinner which was highlighted by formal announcements of PGA Hall of Fame admission of Ralph Guldahl and Johnny Revolta, and award to Bruce Herd, Flossmoor (Ill.) CC as PGA Professional-of-the-Year and to Julie Boros as the top playing professional of 1963.

The finale of the Strong administration was brightened by the joint announcement by Strong and John M. Winters, jr.

USGA president, that the PGA had agreed to abide by the Rules of Golf as codified by the USGA.

Now, with the American tournament professionals playing the same game played by the millions of American amateurs, there is more promise for a worldwide code with USGA and R & A in agreement. While the USGA and the tournament professionals of the PGA were unable to get together, the American position made a one-world golf code appear remote.

### Use Good Judgment

The Rules of Golf agreement was reached through the good judgment and sportsmanship of the playing and club professionals and by the USGA, rather than being a give-and-take compromise. The playing pros' request for a 16-club limit was not backed vigorously by club pros who already see many signs of the 14 club set being imperiled by the 8-club sets that are being sold by stores to beginners and women. It's a difficult merchandising situation for the club pros who are trying to get and keep golf's newcomers educated to buying quality playing equipment. Adopting 16 clubs would only make matters worse.

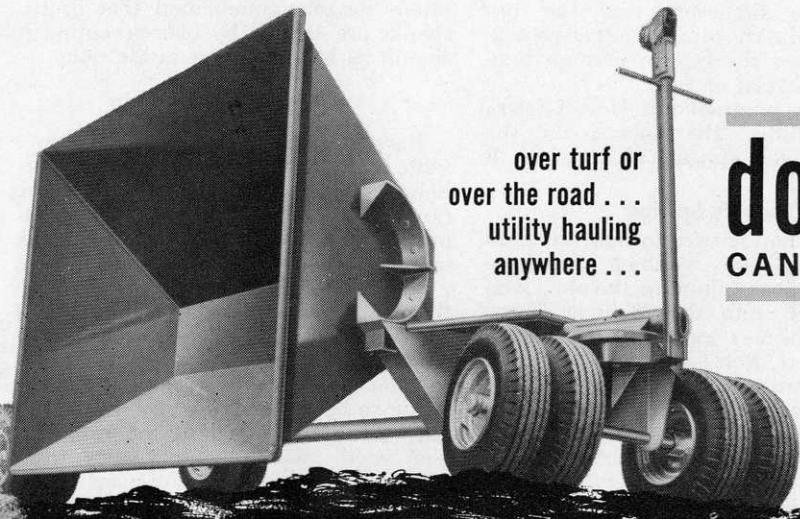
Emil Beck, pro at Black River CC, Port

Huron, Mich., who directs the PGA business schools, said the schools accept only assistants who are in the apprentice program or who are recommended by a PGA member. A number of Class A pros, however, attend the schools. The two Palm Beach schools each run for one week, starting on Jan. 6 and Jan. 13. The California school is to be held in Long Beach, Feb. 10-14.

Although the Florida schools are supposed to be limited to 250 pupils at each session, they have averaged 265 for the last several years. The enrollment fee is \$15.

Considerable use of visual aids is made in the schools, with Irv Schloss directing this part of the program. Appraisal of a new job, buying, merchandising, credit management, gas and electric car operation, golf rules, teaching, club fitting and repairs and advertising are among the subjects taught at the schools. Edited proceedings of past courses have been put into a textbook which soon will be made available to PGA members.

Following Beck's speech on the education program, Marty Carmichael of CBS spoke briefly on TV golf programs, explaining how they are filmed, edited and then given a publicity buildup to attract a large viewing audience. Carmichael said



over turf or  
over the road . . .  
utility hauling  
anywhere . . .

**doo-all**  
CAN DO IT ALL

**MASSIVE yet mobile . . . versatile Champion DOO-ALL trailers, roll dump and flat bed, are designed for the professional grounds maintenance and landscaping man. Just look at these useful advantages:**

**ROLL DUMP HOPPER LOCKS:** any one of 3 positions, on either side . . . convenient to load and unload.

**BIG CAPACITY IN 3 TYPES:** roll dump hopper  $\frac{3}{4}$  cu. yd. or 4,000 lbs., and 1 cu. yd. or 5,000 lbs.; flat bed 5,000 lbs.; chassis for your special body 5,000 lbs.

**EASY ON FINE TURF:** rolls on 4.80 x 8 wide-tread pneumatic tires (on single or dual wheels) . . . safely road-cruises, fully loaded . . . exclusive fifth wheel up front keeps load stable.

WRITE for complete DOO-ALL specifications  
and many other advantages



**THE CHAMPION COMPANY**  
SPRINGFIELD, OHIO 45501

# SOLVE all your TURF PROBLEMS!

—with products of proven effectiveness  
in modern turf management.

WE SHIP DIRECT

a specialized line of

- LIQUID FERTILIZERS
- FUNGICIDES
- HERBICIDES
- INSECTICIDES
- WETTING AGENTS

PROVEN SATISFACTION since 1939

*write for FREE 1964 catalogue!*

**American Liquid Fertilizer Co., Inc., and Rokeby Chemical Co.**  
**Marietta, Ohio • P. O. Box 267 • Phone: FR 3-1394**

that in many instances it takes some persuasion by a professional to have a film shown on his local channel. When this is necessary, he suggested that the pro capitalize on the showing by either arranging to introduce the film or perhaps handling a commercial or two.

Next on the program was Herb Graffis, *Golfdom's* editor. His speech on the economics of golf appears on page 21 of this issue.

### Teaching Session

A question and answer format was used in conducting the teaching program. Ralph Guldahl and Johnny Revolta, who were inducted into the Hall of Fame during the business meeting proceedings, and Jay Hebert, Bob Goalby, Johnny Pott and Dave Marr made up a panel that attempted to get the swing, playing tactics and related subjects straightened out to the satisfaction of the audience.

No new "secrets" were revealed. Revolta, who possibly has given more lessons than any other professional, emphasized that the fundamentals don't change. He told of having studied Bob Jones at practice. Johnny said Bob had the smoothest and freest swing he ever saw. Bob's finger grip, shoulder action and firm left

side were unforgettably impressive, according to Revolta. In response to a query as to why short clubs are shanked most often, Revolta commented that as many shanks are caused by over-accenting outside-in as by overdoing inside out.

### Advocates "Heads Up"

Revolta said some day he is going to write a golf book with its main theme being a reversal of the "keep the head down" admonition. Johnny believes that over-emphasis on keeping the head down cramps shoulder and body action.

Ralph Guldahl is teaching so much now that he gets little time to play. He says the fundamentals of good golf haven't changed since he was winning. He used to concentrate on a smooth, slow backswing so he wouldn't lift the club in going back. He still finds that the experts are concerned with the mechanics of the swing and the ordinary golfer merely with the results. Guldahl said that Tommy Armour gave him simple but valuable advice, the best he ever had, on playing tactics: "When the going is rough do everything you can to save whatever shots you can . . . there will be a better day."

Jay Hebert said everything in the golf

shot is related to the way the club is held. He prefers rubber composition grips because of rapid and frequent weather changes on the tour and the need for a secure hold under any conditions. Hebert told of playing better when a course excites him. He revealed that he has been handicapped by bursitis in his left arm and is unable to fade the ball. Jay also remarked that he has never been able to make up his mind as to what he wants in the way of clubs and is constantly experimenting. He told of owning 60 to 70 putters in addition to dozens of copies of other clubs.

Dave Marr said that the essential of aiming precisely is something that has always bothered him, and he suspects that it is one of the simple things that average golfers need to be taught until it becomes an ingrained habit.

Johnny Pott went into the subject of bunker shots. He said that when he swings smoothly and doesn't rush matters he doesn't have much trouble. He added that throwing the left hand toward the target in hitting any and every shot is something that both fine players and the ordinary golfers have to keep in mind.

Bob Goalby recalled that he started late

in getting technical information about the swing. Then he became so wrapped up in it that he almost lost what he had. Finally, Frank Walsh and other veterans told him that nobody could learn all he ought to know about golf. They advised being satisfied with a good basic swing and acquiring required adjustments.

Goalby laughingly said that if he were teaching he would teach his pupils to hook or slice — teaching them to hit a straight ball is too hard.

#### 1913 Mementos in Golf House

The golf balls and scorecards used in the 1913 Open playoff involving Francis Ouimet, Harry Vardon and Ted Ray have been presented by the CC of Brookline (Mass.) to the USGA for permanent display in Golf House. Ouimet's putter was presented to the Association in 1952.

#### Laws Heads SCGA

Charles H. Laws of San Gabriel is president of the Southern California GA for 1964. Lynn Smith is vp; Paul Geisser is secretary; and Dr. Wynn Fredericks, treasurer. Ray Goates is executive manager of the organization.

# AQUA-GRO

Blended Non-Ionic Organic Wetting Agent

## stoma-seal

CHEMICAL CONTROL OF WILT

**New for 1964** **AQUATROLS'-PMA**  
**AQUA-T** **Liquid Turf Fungicide**

Non-Ionic Organic Soil Wetting Agent

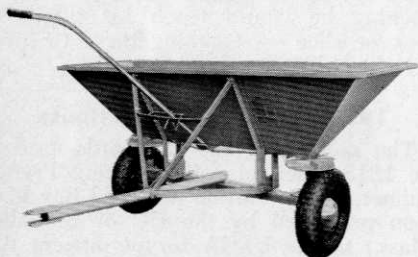
(100% ACTIVE INGREDIENT)

See you at Booth No. 7, International Turf Grass Convention

Aquatrols Corporation of America 217 Atlantic Ave., Camden, N. J.

**Spring,  
Summer  
or Fall!**

**ARDCO ROTO-WERL SPREADERS  
are the finest of all!**



**MODEL AG-1  
Spreads up to 35 feet wide!**



**MODEL TD-1  
Spreads up to 12 feet Wide!**



**BARO-SPREADER  
MODEL B-1  
Spreads up to 5 feet wide!**



**SPREADERS  
WEST POINT, PENNSYLVANIA**

## Golf Economics

(Continued from page 22)

more you sell the more he makes. If that's a vicious circle, let's all get in the ring.

When you think of the money that is made in golf, naturally the first person you think of is Arnold Palmer, and more recently, Jack Nicklaus. But let's not overlook the fact that there have been some home pros in what is called the steady, sound and unspectacular end of the business, who have done pretty well. I refer, of course, to those fellows who have acquired golf properties, paid for them out of earnings and today are in the millionaire class. They have proved that opportunity hasn't gone out of style.

### Are They Too Durable?

Another element in golf economics that is a puzzling one is the durability of the clubs we use as well as the balls. The more expensive ones in each line actually are a big bargain for the player even though they certainly cut down the market for the manufacturer. When I see a tournament golfer displaying old clubs or hear of one complaining about roughs in which balls can be lost, I wonder if he couldn't stand some basic training in golf economics along the lines a home pro has to think about when he is adding up his sales — and then adds up his bills.

Overall golf ball consumption tells us pretty well how many rounds are played by U.S. golfers in a year's time. Golf statisticians have worked out a reliable formula for determining this. For 1963, for example, the men who operate the computers say that 98,000,000 rounds were played on the 9- and 18-hole standard courses and another 8,000,000 were played on the Par 3 installations. There are nearly 6,800 standard courses in this country and close to 700 of the so-called short courses.

### Don't Believe It!

You may have heard there are 8- or 9,000,000 golfers in the U.S. Don't believe it! The statisticians say it isn't true! Six million, including 1,000,000 casual players, is more like it. Private courses account for 35 per cent of the rounds played; the rest are played at semi-private and municipal courses.

Here, probably is the most surprising revelation of all.

The 1962 (latest reported) sales revenue figures of the Athletic Goods Manufacturers' Association members, comprising



nearly all the leading makers of clubs and balls, show that pro grade lines accounted for 64 per cent of total dollar volume. What would you have guessed if you hadn't heard this figure?

There were 5¼ million dozen balls sold by manufacturers who reported. This means each golfer used slightly less than a dozen balls in 1962. But these loose averages can be misleading. It is well established that private club players buy many more balls per year than fee players. So, if you are a pro at a private club and don't sell very close to two dozen balls a year to each player, including men and women, something may be wrong.

### It Only Looks Impressive

Sales of golf clubs by all manufacturers annually amount to about 10,000,000 units. This is an impressive figure, still it means that each golfer buys only two clubs a year. That isn't quite so exciting. And, when you consider that 70 per cent of the sales of pro-quality clubs involve taking trade-ins, you readily see that these sales aren't all gravy for the pro.

Pros aren't alone in their headaches where clubs are involved. The manufacturers have them too. Golf clubs can be made in many different ways. They can be turned out as precision instruments or as just plain sticks. And, no matter how cheaply one company can make them, another can beat the price. Women, who play one-third of the golf in this country and take about 60 per cent of the lessons, are buying the cheaper and smaller sets because they feel that pro-line clubs are too costly. This is a serious problem. Some smart people among the pros and the manufacturers are going to have to figure out how to make the women quality conscious, or the makers and sellers of inexpensive clubs are going to continue to feast in what should be the pros' territory.

### Temptation Is There

We understand there are 8,700 sporting good stores in the U.S. that sell golf playing equipment. There are additional thousands of discount, department and drug stores plus miscellaneous outlets that sell clubs and balls. The temptation for people to buy cheap golf merchandise is almost like sin — they are completely surrounded by it. More and more of them are going to give into it if the pros and the 17 manufacturers of quality clubs don't continue to harp on the advantages of buying pro-line products.

The economics of golf certainly play an

**IF YOUR BUDGET IS LIMITED...  
but the area to be watered  
is not...**

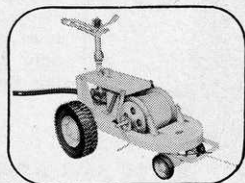


**NELSON**  
**RAIN TRAIN®**  
**IS THE ANSWER**

Nelson Rain Train attends to your sprinkling efficiently without supervision! Simply set its course and the fabulous Rain Train automatically irrigates any area up to 500 feet in length and from 50 to 150 feet wide, using full or part circle Rain Bird sprinkler. Propelled by powerful Hydro-Fram motor which operates independently of sprinkler head.

Depended upon for trouble-free, labor-saving sprinkling, Nelson Rain Train has proven itself wherever economical watering is required over large areas.

Contact your local Rain Bird dealer or write direct (in the East and Midwest) Rainy Sprinkler Sales, Division L. R. Nelson Mfg. Co. Inc., 609 West Lake St., Peoria, Ill.; (in the West) Rain Bird Sprinkler Mfg. Corp., P.O. Box 37, Glendora, California.



**RAIN BIRD**  
**SUREST AID TO IRRIGATION®**  
The world's most complete line of time-proven turf sprinkling equipment.

Buyers' Guide ● P 127  
Classified Ads ● P 124

WHERE THE FINEST TURF

IS GROWN



GOLF TURF EXPERTS  
USE

**MILORGANITE**

— ALL SEASON LONG

They agree that regular, systematic, feeding, Spring, Summer and Fall, with this Natural Organic Fertilizer builds durable, healthy turf, curbs weeds, fights disease. Follow their lead and you, too, will find that your fairways stay green, new roots and shoots develop, turf becomes tougher and thicker!



**EASIER HANDLING!**

MILORGANITE in the new 50 lb. bags is easier to handle, lends itself to one man application, results in less bag breakage, requires less storage space.

IF YOU HAVE A TURF PROBLEM,  
WRITE TURF SERVICE BUREAU

**THE SEWERAGE COMMISSION**

Milwaukee 1, Wis.

**MILORGANITE**

*The* NATURAL ORGANIC FERTILIZER

important part in the pro-job situation. In almost 40 years in this business, my brother, Joe, and I have been involved in some way in the recommendation of or hiring of hundreds of pros. I can tell you that jobs at both semi-private and private clubs are oversold to professionals at least half of the time. Club officials and members usually think the pro makes much more than he actually does. His accounts, in many cases, are billed and collected by the club. It's as simple as adding two and two for officials and members to see that their pro isn't getting rich. That is, if they bother to look at the collections. Many times, those who take the trouble to do this, don't take into account that it costs a lot of money to operate a shop. They don't stop to consider that like any business, a shop operation is a two-way deal. What most members need to be impressed with is that at the typical metropolitan club, the pro department even with the golf car rental it may collect, does only two-thirds as much business as the club bar.

**What Is "Average"?**

I have heard club officials estimate that their pro's net annual earnings amount to \$100 per member. This is a nice, round figure to pick out of the air, but I don't know if it can be backed up. I've gone over hundreds of statistical reports in my day, including those issued by individual clubs, the National Golf Foundation and public accounting firms such as Harris, Kerr, Forster & Co., and I've come to the conclusion that there isn't such a thing as an "average" figure. What passes for average may come close, but it has to be accepted with some reservations.

Harris, Kerr, Forster & Co., for example, reported in May, 1963, that a typical member's spending at 50 clubs totalled \$593. Of this, \$266 was spent for food, \$171 for beverages, \$58 for sports activities and \$98 for "all other purchases." The clubs examined were the larger and wealthier ones. Unfortunately, pro shop expenditures weren't clearly identified. But from the figures cited here, you can reliably conclude that the pro wasn't netting \$100 per member.

**Minimum Pro Account**

You hear a great deal of talk about the "minimum monthly house account." There are many arguments for and against it, but it is reasonable to assume that if it costs a definite amount of money just to keep a clubhouse open for a season or a