



*Employees at Northmoor CC are shown in costumes used to create atmosphere for "Colonial Williamsburg" evening. Both food and decorations were made appropriate to occasion.*

## 40 days of bonus business

*The three major year-end holidays can be made to pay off with imaginative club parties.*

By G. V. 'JERRY' MARLATT, CCM  
 Manager, Northmoor Country Club, Highland Park, Ill.

Many country club managers bemoan the fact that the calendar takes its toll through the Lenten period during the early portion of their season. However, many may overlook the "built in" 40 days of bonus business which exists at the end of the calendar. This holiday season, when properly promoted, attractively served, and successfully conducted can—

and should—be filled with business for the average club. Your holiday business can begin with Thanksgiving and continue until New Year's Day; and with ever changing presentations, cause an interest in your club and its facilities during what is normally a dull period.

To capture the minds of your members, who are oriented to a "Day At The

*Continued on next page*



*This handsome decoration uses fruits and foliage to decorate a Thanksgiving table at Floosmoor (Ill.) CC.*

## 40-DAY 'BONUS'

*Continued from preceding page*

Family Dinner Table," holidays must be promoted in order to become an occasion to "dine out." With families now dispersed to all sections of the country, Mom no longer willing to spend two or three days in preparation of the traditional repast, plus the fact that many of our present-day homes are not large enough to entertain the whole "klan," begin the campaign to "Stamp Out Home Cooking" by serving Thanksgiving Day Dinner at the club.

If you do not already have this holiday on your club calendar, then let me tell you that it has proved very successful for many clubs. Table d'hote menus can feature such items as roast young tom turkey, Long Island duckling, standing prime ribs of beef, broiled New England lobster, and New York cut sirloin steaks to offset turkey only menus. Most are well patronized when offered to the membership. Those who do feature tur-

key only quite often prepare individual turkeys for parties of eight or more. Many also allow the host or hostess to choose from a menu which features such dressings as apple, sage, oyster, corn bread, or chestnut. Candied yams, baked sweet potatoes, cream whipped potatoes or oven baked potatoes are offered. Cranberries can be jellied, whole or the relish type. Even gravy selections of plain, wine or giblet styles are offered.

An assortment of pastries and sweets may be presented either on your menu, or by a buffet type dessert table and include: Plum pudding, hot mince pie, pecan pie, and pumpkin pie with or without whipped cream. Cakes, nuts, mints, and fresh fruits help to adorn the buffet table, and punch bowls of old fashioned cider, cranberry juice or holiday fruit punch will enhance it.

Table decorations are simple, with items like mums, straw flowers, and wild foliage being used in your centerpieces, and possibly the addition of fresh fruits,

*Continued on page 94*

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# Sales continue rising trend

*Nearly half of pros surveyed report sales up more than 10% during the past two years.*

By **DESMOND TOLHURST**

Things are looking up for the golf professional. Three-fourths of those surveyed reported that their sales climbed during the past two years, with nearly half reporting a rise of 10-30%.

Information on buying showed that spring items are purchased during the last four months of the year and summer buying is done in the first four months.

Spring is the big season for sales in the pro shop, accounting for 60.7% of all business. Summer is next with 43.4%, while fall shows the smallest sales with

11.4% (multiple answers).

Nearly half of the pros reported that Christmas sales are "substantial," and an equal number stated that these sales have increased during the past two years.

Half of the pros have a gross annual income of less than \$30,000 while nearly 14% reported gross annual incomes of more than \$100,000.

Golf cars are now very much a part of the scene, with 90% of clubs surveyed having them; however ownership is split about evenly between the club and pro.

## THE PRO AND THE SHOP

### Are the following available at your club?\*

|            |       |
|------------|-------|
| Golf cars  | 92.1% |
| Pull carts | 83.3% |
| Caddies    | 59.2% |

### Are caddies . . .

|                 |       |
|-----------------|-------|
| In short supply | 35.4% |
| Ample supply    | 38.1% |
| Not available   | 26.5% |

### Are golf cars operated by\* . . .

|            |       |
|------------|-------|
| The club   | 47.7% |
| Concession | 6.5%  |
| Club pro   | 48.6% |
| Other      | 6.5%  |

### How many golf cars are there at your club?

|              |       |
|--------------|-------|
| 1-19         | 57.2% |
| 20-49        | 33.1% |
| 50-74        | 6.9%  |
| 75-99        | 1.4%  |
| 100 and over | 1.4%  |

### Are golf cars purchased or leased?

|           |       |
|-----------|-------|
| Purchased | 70.7% |
| Leased    | 29.3% |

### What percentage of golf car income do you retain?

|         |       |
|---------|-------|
| None    | 22.7% |
| 0- 9%   | 4.9%  |
| 10- 19% | 13.6% |
| 20- 29% | 5.8%  |
| 30- 39% | 1.8%  |
| 40- 49% | 11.7% |
| 50- 59% | 4.9%  |
| 60- 69% | .9%   |
| 70- 79% | .6%   |
| 80- 89% | 2.1%  |
| 90-100% | 31.0% |

### Do you have club cleaning, storage concession?

|     |       |
|-----|-------|
| Yes | 79.6% |
| No  | 20.4% |

### How many people are employed in the pro shop?

|      |       |
|------|-------|
| None | 4.2%  |
| 1    | 23.8% |
| 2    | 23.4% |
| 3    | 25.9% |
| 4    | 10.5% |
| 5    | 6.3%  |
| 6    | 2.1%  |
| 7    | 2.1%  |
| 8    | .7%   |

\*Multiple answers, do not add up to 100%.

|              |     |
|--------------|-----|
| 9            | .3% |
| More than 10 | .7% |

**How many assistant pros do you employ?**

|             |       |
|-------------|-------|
| None        | 31.2% |
| 1           | 38.8% |
| 2           | 21.4% |
| 3           | 4.9%  |
| More than 4 | 3.7%  |

**If you run shop, how do you finance inventory?\***

|                  |       |
|------------------|-------|
| Own money        | 87.4% |
| Borrow from bank | 30.0% |
| Advanced by club | 2.6%  |

**What golf equipment do you carry?\***

|       |       |
|-------|-------|
| Clubs | 97.9% |
| Balls | 98.3% |
| Bags  | 97.9% |
| None  | .3%   |

**How many lines of clubs do you carry?**

|                |       |
|----------------|-------|
| 2              | 2.2%  |
| 3              | 5.3%  |
| 4              | 11.3% |
| 5              | 14.9% |
| 6              | 16.3% |
| 7              | 8.5%  |
| 8              | 10.6% |
| 9              | 1.5%  |
| More than 10   | 24.8% |
| Indeterminable | 4.6%  |

**How many lines of balls do you carry?**

|                |       |
|----------------|-------|
| 2              | .4%   |
| 3              | 1.8%  |
| 4              | 3.9%  |
| 5              | 7.8%  |
| 6              | 11.7% |
| 7              | 7.1%  |
| 8              | 11.3% |
| 9              | 6.0%  |
| More than 10   | 44.0% |
| Indeterminable | 6.0%  |

**How many lines of bags do you carry?**

|                |       |
|----------------|-------|
| 1              | 3.2%  |
| 2              | 15.7% |
| 3              | 21.4% |
| 4              | 17.1% |
| 5              | 9.6%  |
| 6              | 8.2%  |
| 7              | 2.5%  |
| 8              | 2.1%  |
| 9              | .7%   |
| More than 10   | 14.9% |
| Indeterminable | 4.6%  |

**During what month(s) do salesmen call on you to take orders for the new lines of clubs, bags?\***

|           |       |
|-----------|-------|
| January   | 21.8% |
| February  | 23.0% |
| March     | 33.5% |
| April     | 33.9% |
| May       | 33.9% |
| June      | 31.9% |
| July      | 30.6% |
| August    | 43.5% |
| September | 73.4% |
| October   | 69.8% |
| November  | 45.6% |
| December  | 25.8% |

**What golf apparel do you carry?\***

|                 |       |
|-----------------|-------|
| Shoes           | 80.7% |
| Ladies skirts   | 39.0% |
| Ladies shorts   | 54.5% |
| Ladies blouses  | 62.1% |
| Ladies sweaters | 65.5% |
| Men's slacks    | 55.5% |
| Men's shorts    | 44.1% |
| Men's shirts    | 89.7% |
| Men's sweaters  | 84.5% |
| None            | 4.8%  |

**How many lines of shoes do you carry?**

|                |       |
|----------------|-------|
| 1              | 13.3% |
| 2              | 37.5% |
| 3              | 28.9% |
| 4              | 10.5% |
| 5 or more      | 4.7%  |
| Indeterminable | 5.1%  |

**How many lines of ladies skirts do you carry?**

|                |       |
|----------------|-------|
| 1              | 36.2% |
| 2              | 27.6% |
| 3              | 18.1% |
| 4              | 7.9%  |
| 5 or more      | 5.5%  |
| Indeterminable | 4.7%  |

**How many lines of ladies shorts do you carry?**

|                |       |
|----------------|-------|
| 1              | 16.8% |
| 2              | 30.7% |
| 3              | 22.9% |
| 4              | 14.5% |
| 5 or more      | 8.4%  |
| Indeterminable | 6.7%  |

**How many lines of ladies blouses do you carry?**

|                |       |
|----------------|-------|
| 1              | 14.0% |
| 2              | 26.4% |
| 3              | 28.0% |
| 4 or more      | 24.9% |
| Indeterminable | 6.7%  |

\*Multiple answers, do not add up to 100%.

Continued on next page

# GOLF PRO SURVEY

Continued from preceding page

## How many lines of ladies sweaters do you carry?

|                |       |
|----------------|-------|
| 1              | 13.9% |
| 2              | 35.9% |
| 3              | 20.6% |
| 4              | 12.4% |
| 5 or more      | 10.1% |
| Indeterminable | 7.1%  |

## How many lines of men's slacks do you carry?

|                |       |
|----------------|-------|
| 1              | 37.3% |
| 2              | 35.6% |
| 3              | 14.1% |
| 4 or more      | 7.9%  |
| Indeterminable | 5.1%  |

## How many lines of men's shorts do you carry?

|                |       |
|----------------|-------|
| 1              | 38.1% |
| 2              | 36.7% |
| 3              | 12.2% |
| 4 or more      | 5.5%  |
| Indeterminable | 7.5%  |

## How many lines of men's shirts do you carry?

|                |       |
|----------------|-------|
| 1              | 8.1%  |
| 2              | 16.6% |
| 3              | 22.4% |
| 4              | 15.1% |
| 5              | 11.6% |
| 6              | 6.9%  |
| 7              | 1.5%  |
| 8 or more      | 8.8%  |
| Indeterminable | 9.0%  |

## How many lines of men's sweaters do you carry?

|                |       |
|----------------|-------|
| 1              | 13.4% |
| 2              | 29.3% |
| 3              | 26.4% |
| 4              | 14.6% |
| 5              | 4.1%  |
| 6              | 3.3%  |
| 7 or more      | 2.8%  |
| Indeterminable | 6.1%  |

### SALES

## What has been the trend of your sales over the past two years?

|      |       |
|------|-------|
| Up   | 73.4% |
| Down | 6.8%  |
| Same | 19.8% |

## If sales have been up, by what percentage?

|               |      |
|---------------|------|
| More than 60% | 2.6% |
| 50-59%        | 3.0% |
| 40-49%        | .9%  |

|               |       |
|---------------|-------|
| 30-39%        | 6.8%  |
| 20-29%        | 21.4% |
| 10-19%        | 26.1% |
| Less than 10% | 8.1%  |
| Same          | 31.1% |

## If sales have been down, by what percentage?

|               |       |
|---------------|-------|
| 10-19%        | 73.3% |
| 20-29%        | 20.0% |
| More than 30% | 6.7%  |

## What has been the trend of your softgoods sales over the past two years?

|      |       |
|------|-------|
| Up   | 63.2% |
| Down | 9.1%  |
| Same | 27.7% |

## If your softgoods sales have been up, by what percentage?

|               |       |
|---------------|-------|
| More than 30% | 11.9% |
| 20-29%        | 21.2% |
| 10-19%        | 18.1% |
| Less than 10% | 6.6%  |
| Same          | 42.2% |

## If your softgood sales have been down, by what percentage?

|               |       |
|---------------|-------|
| Less than 10% | 18.2% |
| 10-19%        | 36.4% |
| 20-29%        | 27.3% |
| More than 30% | 18.1% |

## What has been the trend of your golf equipment sales over the past two years?

|      |       |
|------|-------|
| Up   | 65.5% |
| Down | 6.6%  |
| Same | 27.9% |

## If your golf equipment sales have been up, by what percentage?

|               |       |
|---------------|-------|
| More than 30% | 11.9% |
| 20-29%        | 19.8% |
| 10-19%        | 20.2% |
| Less than 10% | 7.4%  |
| Same          | 40.7% |

## If your golf equipment sales have been down, by what percentage?

|               |       |
|---------------|-------|
| Less than 10% | 20.0% |
| 10-19%        | 40.0% |
| 20-29%        | 30.0% |
| More than 30% | 10.0% |

\*Multiple answers, do not add up to 100%.

What has been the trend of your bag sales over the past two years?

|      |       |
|------|-------|
| Up   | 51.5% |
| Down | 12.3% |
| Same | 36.2% |

If bag sales have been up, by what percentage?

|               |       |
|---------------|-------|
| More than 30% | 7.5%  |
| 20-29%        | 15.1% |
| 10-19%        | 17.2% |
| Less than 10% | 7.1%  |
| Same          | 53.1% |

If bag sales have been down, by what percentage?

|               |       |
|---------------|-------|
| Less than 10% | 21.1% |
| 10-19%        | 15.8% |
| 20-29%        | 42.0% |
| More than 30% | 21.1% |

What percentage of your sales are to men?

|               |       |
|---------------|-------|
| None          | .3%   |
| Less than 20% | .8%   |
| 20-29%        | .5%   |
| 30-39%        | 3.3%  |
| 40-49%        | 5.8%  |
| 50-59%        | 8.8%  |
| 60-69%        | 19.2% |
| 70-79%        | 24.2% |
| 80-89%        | 20.6% |
| 90-100%       | 16.5% |

What percentage of your sales are to women?

|               |       |
|---------------|-------|
| None          | .6%   |
| Less than 10% | 7.2%  |
| 10-19%        | 16.2% |
| 20-29%        | 25.0% |
| 30-39%        | 19.2% |
| 40-49%        | 13.8% |
| 50-59%        | 9.4%  |
| More than 60% | 8.6%  |

During what period of the year do you do your greatest volume of business in the pro shop?\*

|        |       |
|--------|-------|
| Spring | 60.7% |
| Summer | 43.4% |
| Fall   | 11.4% |
| Winter | 16.6% |

In spring are sales . . .

|           |       |
|-----------|-------|
| Excellent | 50.7% |
| Good      | 34.1% |
| Fair      | 14.1% |
| Poor      | 1.1%  |

In summer are sales . . .

|           |       |
|-----------|-------|
| Excellent | 30.3% |
| Good      | 37.3% |
| Fair      | 22.5% |
| Poor      | 9.9%  |

In fall are sales . . .

|           |       |
|-----------|-------|
| Excellent | 9.3%  |
| Good      | 27.4% |
| Fair      | 49.6% |
| Poor      | 13.7% |

In winter are sales . . .

|           |       |
|-----------|-------|
| Excellent | 15.4% |
| Good      | 15.4% |
| Fair      | 20.4% |
| Poor      | 48.8% |

#### INCOME

What is your gross annual income?

|                     |       |
|---------------------|-------|
| Less than \$30,000  | 50.8% |
| \$30-39,000         | 8.6%  |
| \$40-49,000         | 6.9%  |
| \$50-59,000         | 5.1%  |
| \$60-69,000         | 4.6%  |
| \$70-79,000         | 4.6%  |
| \$80-89,000         | 4.0%  |
| \$90-99,000         | 1.7%  |
| \$100-124,000       | 8.0%  |
| \$125-149,000       | 1.1%  |
| More than \$150,000 | 4.6%  |

Continued on next page

### Christmas Sales are Important

Have you developed a substantial Christmas business?

|              |       |
|--------------|-------|
| Substantial  | 49.1% |
| Average-fair | 11.3% |
| Poor-none    | 39.6% |

If your Christmas sales have been up, by what percentage?

|               |       |
|---------------|-------|
| More than 30% | 7.9%  |
| 20-29%        | 11.7% |
| 10-19%        | 15.7% |
| Less than 10% | 64.7% |

What has been the trend of your Christmas sales over the past two years?

|      |       |
|------|-------|
| Up   | 47.4% |
| Down | 4.8%  |
| Same | 47.8% |

If your Christmas sales have been down, by what percentage?

|               |       |
|---------------|-------|
| Less than 10% | 16.7% |
| 10-19%        | 33.3% |
| More than 30% | 16.7% |

\*Multiple answers, do not add up to 100%.

# GOLF PRO SURVEY

Continued from preceding page

What percentage of your total income is derived from teaching?

|               |       |
|---------------|-------|
| None          | 1.0%  |
| Less than 10% | 47.6% |
| 10-19%        | 32.6% |
| 20-29%        | 13.5% |
| More than 30% | 5.3%  |

What percentage of your total income is derived from pro shop sales?

|               |       |
|---------------|-------|
| Less than 10% | 1.4%  |
| 10-19%        | 4.1%  |
| 20-29%        | 7.8%  |
| 30-39%        | 9.1%  |
| 40-49%        | 9.1%  |
| 50-59%        | 12.3% |
| 60-69%        | 16.9% |
| 70-79%        | 17.8% |
| 80-89%        | 13.7% |
| 90-100%       | 7.8%  |

What percentage of your total income is derived from club cleaning and storage?

|               |       |
|---------------|-------|
| None          | 6.3%  |
| Less than 10% | 36.4% |
| 10-19%        | 36.3% |
| 20-29%        | 15.9% |
| More than 30% | 5.1%  |

What percentage of your total income is derived from car rentals?

|               |       |
|---------------|-------|
| None          | 7.0%  |
| Less than 10% | 26.6% |
| 10-19%        | 31.0% |
| 20-29%        | 17.1% |
| 30-39%        | 12.0% |
| More than 40% | 6.3%  |

What percentage of your total income is derived from pull cart rentals?

|               |       |
|---------------|-------|
| None          | 11.2% |
| Less than 10% | 72.2% |
| 10-19%        | 12.0% |
| More than 20% | 4.6%  |

## BUYING

When do you buy your Spring line of apparel?\*

|          |       |
|----------|-------|
| January  | 26.7% |
| February | 23.1% |
| March    | 11.4% |
| April    | 11.0% |
| May      | 9.6%  |
| June     | 4.3%  |

|           |       |
|-----------|-------|
| July      | 5.0%  |
| August    | 5.0%  |
| September | 48.8% |
| October   | 51.6% |
| November  | 52.0% |
| December  | 24.2% |

When do you buy your Summer line of apparel?\*

|           |       |
|-----------|-------|
| January   | 19.4% |
| February  | 21.2% |
| March     | 41.7% |
| April     | 40.3% |
| May       | 32.4% |
| June      | 6.8%  |
| July      | 7.2%  |
| August    | 7.6%  |
| September | 28.4% |
| October   | 30.6% |
| November  | 27.7% |
| December  | 16.5% |

When do you buy your Fall line of apparel?\*

|           |       |
|-----------|-------|
| January   | 5.4%  |
| February  | 5.4%  |
| March     | 19.4% |
| April     | 21.1% |
| May       | 24.0% |
| June      | 53.7% |
| July      | 57.0% |
| August    | 48.8% |
| September | 13.2% |
| October   | 9.5%  |
| November  | 9.1%  |
| December  | 5.0%  |

When do you buy your Winter line of apparel?\*

|           |       |
|-----------|-------|
| January   | 10.6% |
| February  | 9.6%  |
| March     | 9.0%  |
| April     | 9.0%  |
| May       | 12.2% |
| June      | 37.2% |
| July      | 41.5% |
| August    | 42.6% |
| September | 40.4% |
| October   | 30.9% |
| November  | 25.5% |
| December  | 9.6%  |

This completes GOLFDOM's survey of golf professionals. Additional comments on the PGA appear on page 118 of this issue. The first section of statistics and comments was in September GOLFDOM on page 22.

\*Multiple answers, do not add up to 100%.



**No mixing! No need to turn on the water or haul out your sprayer for midwinter applications.**

New, ready-to-use Mallinckrodt Calo-Gran™ even comes packaged in just the right amount for the average size green. Experiment station tests prove that this new, granular fungicide is as effective as Mallinckrodt Calo-Clor® in controlling snow mold. That means a single fall application protects your turf all winter.

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or mix-it-yourself application.

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*Need a midwinter application?* Snow mold often breeds during winter warm spells. Don't let it ravage your turf. Get Calo-Clor or new Calo-Gran now from your Mallinckrodt turf products distributor.

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## **New, dry Calo-Gran for snow mold control. Just pour it in your spreader and go!**



**CUSHMAN**

**BRAND A**

**BRAND B**

**BRAND C**

# HERE'S HOW N COMPARE CLOSEST CO

A recent survey showed that Mr. Golf Car—the Cushman Distributor—has sold more Cushman Golf Cars than the next three brands together have sold.

Partly this is because Mr. Golf Car is the best operator in his area. He's selling, trading, leasing, servicing—and he also has a used car operation. His place is golf car headquarters for his area.

But partly, too, it's because he has a good product to sell, and a wide selection of the best golf cars. There are seven different Cushman models to choose from, from the dressy Trophy four-wheeler in gas or electric to the inexpensive Scots-

For more information circle number 139 on card