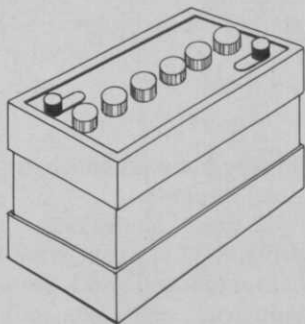




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A bright future

Continued course development in America is tangible proof of the extent and stable nature of the game's growth.

by Roger Ganem

Will this be the year the number of semi-private golf courses exceed the number of private courses? It appears likely to happen, for the first time in the history of American golf.

According to the latest figures compiled by the National Golf Foundation, in 1967 there were 4,166 private courses in the United States to 3,960 semi-private courses, a difference of 206. Also on the rise again, were municipal courses, up to 1,210, their highest peak ever. These figures include 346 courses found through NGF course inventory research and not previously reported. (How private can a course get?!)

In 1967, Americans played on 9,336 layouts, of which 5,069 were 9-hole courses and 4,267 were 18 holes or more.

The number of semi-private courses, which permit green fee play, has been on the increase almost without interruption since 1931, the earliest year for which golf facility statistics were available. Then they numbered 700 to the private course total of 4,448.

Golf has been played in America for more than 80 years, but the game's growth was manifested in the last 10 years. Since 1957 golfers have increased from 3,812,000 to over 9,100,000, an increase of 140 per cent.

All told, 6,200,000 men, 1,960,000 women and 940,000 juniors took to the fairways at least 15 times, and 1,600,000 played less than that, last year.

Most of the heavy action was handled at the 1,210 municipal courses, where 2,800,000 men,

820,000 women and 480,000 juniors got their pleasure. Municipal courses represent only 14 per cent of the existing tracks, yet account for 40 per cent of play.

Almost as popular were the 3,960 semi-private courses, where 2,500,000 men, 800,000 women and 300,000 youngsters swung and swayed. Over 35 per cent of the play was recorded on semi-private layouts.

The number of golfers playing in the exclusivity of the 4,166 private courses totalled 900,000 men, 340,000 women and 160,000 juniors.

GOLF COURSE GROWTH

Golf is beginning to feel the effects of the space age. Lack of space, that is.

Each year there has been an increase of 10 per cent in player activity, which more than offsets the new 300 regulation golf courses that have come into play annually in the past decade.

In the past ten years municipal facilities have increased 44 per cent, private clubs 42 per cent and semi-private courses a whopping 99 per cent.

Despite this glowing growth picture, the courses become a bit more crowded each year. When you consider the trends toward more leisure time, rising incomes, longer lives and expected population increases for the years ahead, it seems doubtful there will ever be sufficient golf facilities to meet the growing demands.

Last year, 437 new golf facilities opened for play, including 278 new regulation length courses, 114 additions to regulation length courses,

40 new par-3 layouts and five additions to par-3s.

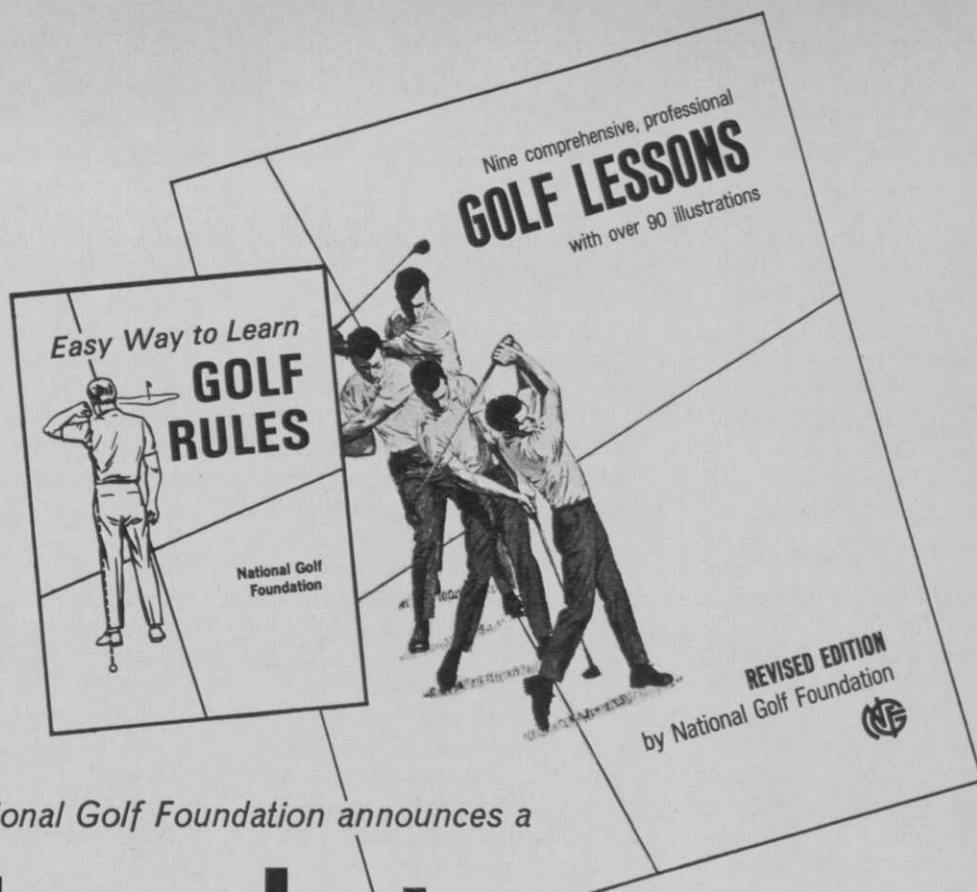
Of these, 50 per cent were semi-private, 37 per cent private, 11 per cent municipal and 2 per cent were industrial, collegiate, military, etc.

Leading the activity in course-building was California with 39. Pennsylvania came next with 27, then Ohio with 26, New York 25, Michigan 24, Florida 22, Texas 17,

Growth of U.S. Courses

Year	Courses	Year	Courses
1968	9836	ESTIMATED	
1967	9336		
1966	8672		
1965	8323		
1964	7893		
1963	7477		
1962	7070		
1961	6623		
1960	6385		
1959	5991		
1958	5745		
1957	5553		
1956	5358		
1955	5218		
1954	5076		
1953	5056		
1952	5026		
1951	4970		
1950	4931		
1949	4926		
1948	4901		
1947	4870		
1946	4817		
1945	4808		
1941	5209		
1939	5303		
1937	5196		
1934	5727		
1931	5691		

Continued on page 64



National Golf Foundation announces a

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Single copy prices: *Golf Lessons*, 45¢; and *Easy Rules*, 15¢. Order multiple copies at volume discounts as listed: *Golf Lessons*, 11-50 copies, 40¢ each; 51-100, 35¢; 101-150, 29¢; 151 and over, 25¢. And *Easy Rules*, 10-49 copies, 14¢ each; 50-99, 12¢; 100 and over, 10¢.

The National Golf Foundation will imprint the name and address of your golf course, school or company on *Golf Lessons* for an additional charge of \$5.50 for orders of 100 copies, and 50¢ for each additional 100.

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Golf forecast Continued from page 62

Illinois and Virginia, 14 each, and Georgia and Wisconsin, 11 each.

Harry C. Eckhoff, director, Eastern Region, National Golf Foundation, points out an interesting innovation in course development: "Two new courses for use by junior golfers only were opened in 1967. They are the Lincoln Junior Golf Course, a 9-hole par-3 municipal operation built by the Lincoln, Nebraska Park and Recreation Department at a cost of \$58,000, and a four-hole 335-yard layout for children only, an addition to Bangor's (Maine) 18-hole municipal operation.

"Three other known golf courses for juniors only in the nation are Hazeltine National's (near Minneapolis) junior golf course, a 9-hole par-3 layout of approximately 820 yards built on 14 acres adjacent to Hazeltine's regulation 18-hole private club; a junior municipal par-3 course operated by the Syracuse, New York Park Department in its Burnet Park; and the Hershey (Pa.) Juvenile Golf Club, a 2,316 yard 9-hole facility which is part of the 54 hole golf complex developed by the Hershey Chocolate Company."

Last year, new course openings were down 8 per cent from the 1966 figures. New construction starts were down 17 per cent. The shortage of available mortgage money at reasonable rates which had prevailed during the past two years, and the increasing costs of construction are having their affect on golf facility development.

Another problem is the rising cost of land. Finding the necessary acreage to build golf courses is also be-

coming a definite factor that has to be reckoned with. To provide a suitable 18-hole layout, no less than 110 acres is considered minimum by the experts, if for no other reason than to protect the players, whose lives would be endangered by courses with parallel fairways.

THE PRIVATE COURSE ENIGMA

There are 282 less private courses in the United States now than there were in 1931, compared to 3,260 more semi-private courses and 667 more municipal courses.

The Midwest area leads in the decrease in private courses with a minus 525, as every state in that section today has less courses of this category than existed in 1931. Tops among them is Kansas with 81 less private courses. (Actually, Kansas' 216 courses of all types is less than the 1931 figure of 225.) Illinois' 194 private courses is 75 less than in 1931; Wisconsin has 87, down 64, Nebraska has 60, a drop of 71, and Michigan, with 148, is down 52. Ohio's 188 private courses rank second to Illinois, but this figure represents a drop of only 10 from 1931.

The biggest reduction in private courses in the nation is seen in New York State. The 277 courses of today are 99 less than the amount in 1931.

The only section of the country showing an increase in private golf courses is in the South. The states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee and Virginia have

combined to show a total of 1,086 private courses, compared to only 609 in 1931. Each of the states listed above showed a 1967 increase except Florida. The heaviest upsurge occurred in North Carolina (78), Georgia (63), Alabama (61), and Virginia (60). In Florida there are 125 private courses, exactly the number in the year 1931.

Other individual states showing any significant increase in private courses over the 1931 totals are Maryland and D.C. 35, Pennsylvania 29, West Virginia 20, Hawaii, 15, Utah 9, Texas 8, California 6 and New Mexico 5.

The state with the biggest gain percentage-wise? Alaska. Its growth zoomed from nothing at all to two new courses, one a private facility and the other a semi-private course for its 273,000 inhabitants. This means there is one course for every 136,500 people, the poorest record in the entire nation. But for some reason, there are few complaints.

THE MONEY BEING SPENT

Money-wise, the sky is still the limit. There are more people playing golf, watching golf and spending money on golf. The pot for the touring professional is \$5 million and the totals spent by the players for equipment is an astronomical \$150 million.

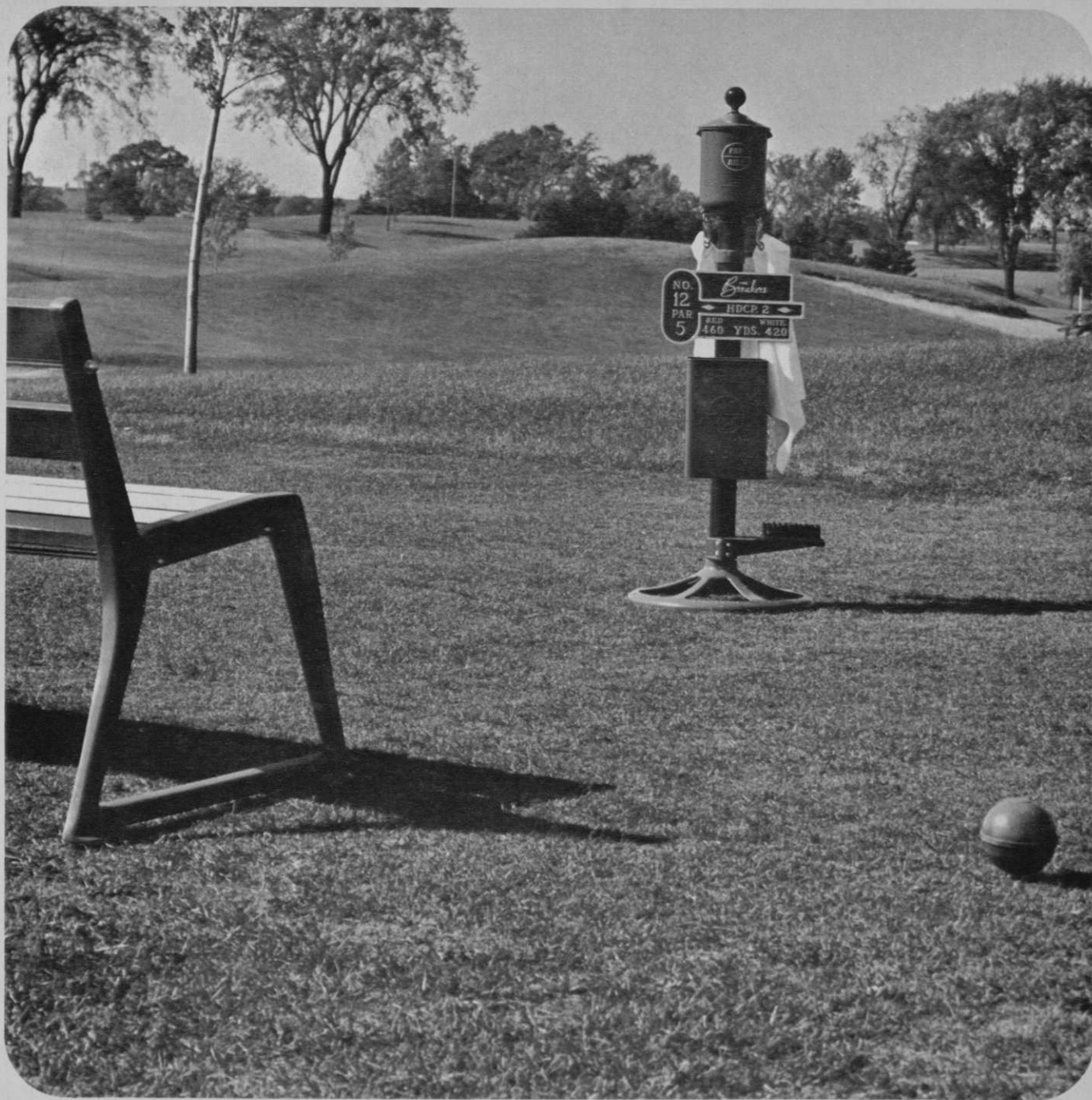
According to figures released by the Athletic Goods Manufacturing Association in its 1966 Census Report, the latest available, Americans bought 12,515,250 golf clubs, 7,765,608 dozen golf balls, 1,006,385 golf bags, 71,689 golf club carts, 335,528 golf gloves and sundries valued at \$2,065,692.

As in previous years, the least expensive (cost-wise) iron club was the most popular, with 2,770,498 pieces bought. And, as in the past, the most expensive wood club was purchased by the majority of customers who bought 1,219,619 pieces. Good taste also showed in golf ball sales, with the highest priced ball being the most sought after. In golf bags, however, the finest quality was the least in demand. About eight out of every 10

1966 AGMA CENSUS REPORT

ITEM	UNIT OF MEASURE	1966 quantity	1965 quantity	1964 quantity	1966 value	1965 value	1964 value
Golf club irons	each	8,811,973	8,223,636	7,649,060	\$ 51,261,221	\$ 49,419,071	\$ 44,213,328
Golf club woods	each	3,703,277	3,318,108	3,082,514	\$ 31,861,583	\$ 28,527,977	\$ 26,225,771
Golf clubs	each	12,515,250	11,541,744	10,731,574	\$ 83,122,804	\$ 77,947,048	\$ 70,439,099
Golf balls	dozen	7,765,608	7,272,120	6,145,199	\$ 51,888,302	\$ 49,631,851	\$ 43,473,126
Golf bags	each	1,006,385	941,434	863,492	\$ 11,521,728	\$ 10,718,599	\$ 10,086,682
Golf carts	each	71,689	172,174	\$ 1,066,853	\$ 2,774,725
Golf gloves	each	335,528	\$ 411,292
Other golf equipment	\$ 2,065,692	\$ 1,701,054	\$ 1,475,414
					\$150,076,671	\$139,998,552	\$128,249,046

Continued on page 96



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ALABAMA: Anniston Country Club, Fort McClellan GC, Vestavia CC, Burning Tree CC, Indian Hills CC. ARKANSAS: Camden CC, "Hot Springs CC, Little Rock CC, Pleasant Valley GC. ARIZONA: "Oakwood CC, Black Canyon GC, Town & Country GC, Indian Bend CC, No. Scottsdale CC, Show Low CC, Sun City CC. CALIFORNIA: "Blue Lake Springs GC, "Auburn Valley CC, Camino Golf Course, "El Dorado Hills GC, Fort Ord Golf Course, "Alta Sierra CC, Inglewood GC, "La Jolla CC, Westchester GC, La Rinconada GC, "Flumas Lake CC, "Peachtree Golf & CC, "Del Monte GC, "Silverado CC, "Ojai Valley Inn & CC, Pacific Grove CC, "Tamarisk CC, "Eldorado CC, Monterey Peninsula CC, "Spyglass Hill GC, Pebble Beach GC, Gold Springs CC, "Sunset Oaks CC, "Diamond Oaks Municipal GC, "Mather AFB GC, "Hoffman Golf Course, Salinas Golf & CC, "Corral De Tierra CC, "San Jose CC, "Oak Ridge GC, Pleasant Hills GC, "California Golf Club, Tulare Golf & CC, "Pajaro Valley CC, "Friendly Hills GC, "Meno CC, "Yorba Linda CC. COLORADO: Patty Jewett GC. CONNECTICUT: Avon CC, "Tumblebrook CC, Westwoods CC, "Wee Burn Country Club, "Woodway CC, East Hartford GC, "Ellington Ridge CC, Fairfield CC, "The Patterson Club, Farmington CC, "Glastonbury Hill CC, "Greenwich CC, Green Hills CC, Round Hill CC, H. B. Brownson CC, Manchester CC, "New Canaan CC, "Silvermine GC, Oak Hill Golf Course, Innis Arden GC, "Black Hall CC, "Orange Hill CC, Pomfret Golf Course, "Silver Springs CC, "Hop Meadow CC, "Rockrimmon Country C, Mill River CC, Suffield CC, "Wallingford CC, "Farms Country Club, Watertown Country Club, "Waterbury Country Club, "Hartford Golf Course, "Aspetuck Valley CC, Birchwood CC, Wethersfield CC, Williamantic CC, Rolling Hills CC. DISTRICT OF COLUMBIA: Tantalum Country Club, "Andrews AFB Golf Course, FLORIDA: "Royal Palm Yacht & CC, Boca Rio Club Inc., Boca Raton Hotel & Club, Gulfstream Golf Club, "Ft. Lauderdale Golf CC, Lauderdale Lakes CC, "Gulfstream CC, "Hidden Hills CC, Jupiter Island CC, Key Biscayne GC, Palm Golf Assoc., "Lone Palm Golf Inc., "Marco Island Club, "Miami Lakes GC, "Country Club of Miami, Coastal Bay GC, Palm Beach CC, "Lost Tree Inc., Bay West Lodge & GC, Palm Aire Golf & CC, Charlotte Golf & CC, "Golden Tee GC, Gulf & Bay Club, Carrollwood G & Tennis, "Palma Ceia Golf & CC. GEORGIA: Rocky Point GC, "Double Gate CC, "Peachtree Golf Course, Atlanta Athletic Club, Capitol City CC, Lakeside CC, Northwoods CC, "East Lake CC, Atlanta Country Club, Armed Forces Golf Club, "Augusta National GC, Midland Pines GC, Marietta CC, Cannon Gate GC, "Houston Lake CC, Savannah Golf Club, Savannah Inn & CC. HAWAII: Mauna Kea Beach Hotel, "Mid Pacific CC. IOWA: Burlington CC, Flint Hills CC, Elmcrest Golf Course, Elks Country Club, "Des Moines Golf & CC, Fort Dodge CC, Hyperion Club, Keokuk Country Club, Glenhaven CC, Ottumwa Country Club, Sioux City Boat Club, Sioux City CC, Winfield CC. IDAHO: Hillcrest Golf & CC, Coeur D. Alene GC, Avondale on Hayden, Idaho Falls CC, Lewiston Golf & CC, Blue Lakes CC. ILLINOIS: "Arlington Park GC, Rolling Green CC, Aurora CC, Thunderbird Golf Club, Bloomington CC, Glendale CC, Carthage GC, Champaign CC, "Ridgemoor CC, Bryn Mawr CC, Evergreen CC, "Briarwood CC, Thorngate CC, "Short Hills CC, Elgin CC, "Elmhurst CC, "Prestwick CC, Old Elm CC, Lake Bracken CC, "Skokie CC, "Glencoe Golf Club, "Lake Shore CC, North Shore CC, "Northmoor CC, "Bob O Link CC, Exmoor CC, Hinsdale Golf Club, "Twin Orchards CC, "Cog Hill CC, "Lincolnshire CC, "So. 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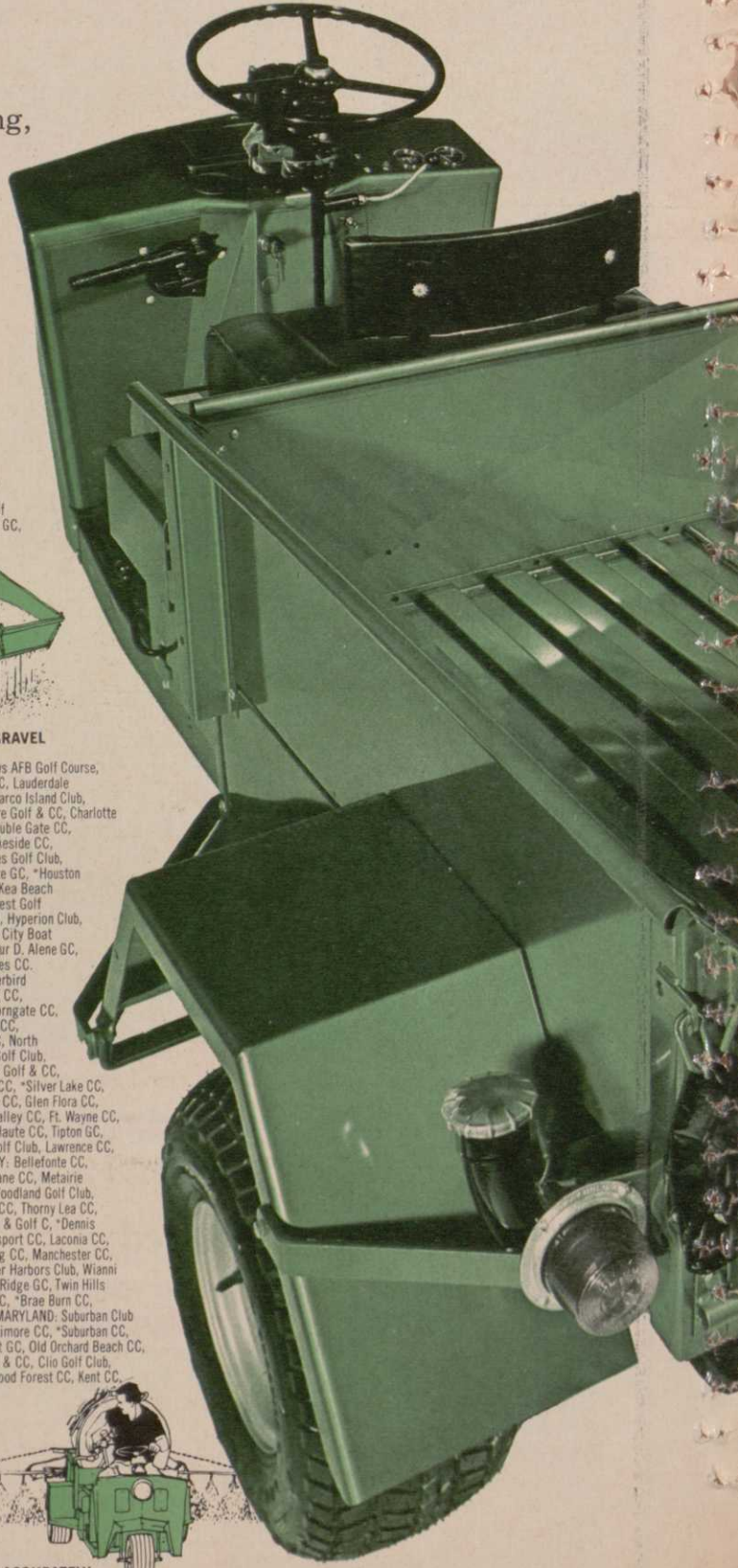
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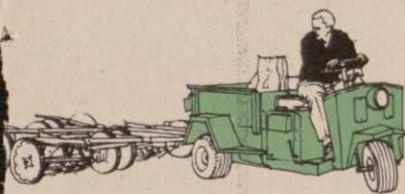
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Your main promotion expenses—aside from salaries—ordinarily will be the cost of having handbills, signs and direct mail cards or letters printed; postage; an artist's fee if you use a professional artist; a decorator's fee if you use a professional display man; the cost or rental fee for special props. The biggest expense of all is one that you don't have, namely the cost of newspaper advertising space and radio or television commercial time.

Take your annual gross—say it's \$50,000. You decide you can afford to give 2 per cent of it to advertising and promotion. That's \$1,000. You can now run five pretty good promotions at an average cost of \$200. Using that as a rough estimate, have

a talk with your printer and get an idea of his rates for various kinds of work in one and two colors, and in various quantities. He'll tell you also how much lead time he needs for different kinds of jobs. If you don't trust your own artistic or decorating ability, consult a professional artist or display trimmer and find out what their services cost.

Knowing these basic costs, you can start pinpointing the probable budgets for each of the five promotions. Not all promotions will get the same budget. You may want to make a big splash for Father's Day, and spend \$400. You may want a second big splash at Christmas, for \$300. That leaves only \$300 out of the \$1,000 for the other three promotions, so they will be comparatively modest, with roughly \$100 available for each. Even that \$100 can go a long way.

But stick to your budgets. If you get carried away, you're liable not only to shoot all your profit on the cost of the promotion, but get so soured that you'll say "To hell with promotion from now on!" and that

would be the biggest mistake of all.

Before I finish here, let me just run down the list of basic items you should have on hand to create promotional materials such as I have shown you today: a nylon-tip pen for lettering; Magic Marker, a set of ten or eight colors which you can buy in your stationery store; scotch tape; masking tape, both single and double-sided; drug-store cotton; illustration board; oak tag board; decorative ribbon; wax crayons; water color paint; a ruler; rubber cement; scissors (Photo 9).

In case I scared you with all this artistic material, I want to point out to you that you may not have to do your own artwork or hire a professional artist. There is an awful lot of artistic talent around that you can draw on. I'll bet your wife would love to help you, or a talented shop assistant, or even one of your members' kids might be glad to sit down and work with the crayons and art materials. Or look around your pro shop. You might have talent right on your own staff that you don't know about. □

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Make your fleet pay off

With costs rising each year, the club must take a new look at its original investment as well as parts and services.

by Frank Olivieri

Whether yours is a municipal, daily fee, or private club, the cost of operation is mounting rapidly each year. While your most promising source of revenue can be your golf car, this will only be true if your fleet pays off from the day of purchase or lease to the day of resale or termination of lease.

First, here are two basic factors that must be considered in selecting the proper golf car—investment, and parts and service.

Your investment, whether you purchase or lease, is extremely important. Although the immediate reaction to the word "investment" is how much is it going to cost me, you must realize it should mean much more than simply the dollar. You have to consider:

1) Investment in the vehicle—for your dollar you must get quality that will give your cars longer life, more rounds per car, increased usage, increased revenue and fewer breakdowns.

2) Investment in the manufacturer—in selecting your golf car, be careful to evaluate the manufacturer. Does the company have the know-how to manufacture a quality vehicle? Can it adapt to changing needs for the golf car?

The second point to consider is your parts and service, which in reality is your local dealer. You should physically see that he has a reliable place of business. Also, ascertain that he has the equipment, trucks and mechanics to service golf cars, and carries an adequate supply of parts.

After you have selected the proper car for your course, you must determine the proper number.

If your club has had previous experience in golf cars, the proper

number should not be too difficult to ascertain. In the climates that allow 5-7 months usage of cars, your cars should average at a minimum of at least 100 rounds per car. If they are averaging less than 100 rounds, you definitely have too many cars. Once you have obtained approximately 125-130 rounds per car, it is recommended you add more cars to your fleet.

In the year-round golf areas, your fleet should average a minimum of 150 rounds per car. When you have obtained 175-180 rounds per car, more cars should be added.

For both year round or season play, this rule of thumb should apply for lease or purchase.

Another method for determining the number of cars is as follows. All of your cars should be out 1-1/2 times on Saturday and Sunday. All of the cars should go out on one

day during the week when your play is heavy, and the other days used 70 per cent of the time.

If your club has 20 cars, the following is approximately what the usage will be: Saturday, 30 cars; Sunday, 30 cars; Monday, 14 cars (if course is open); Tuesday, 14 cars; Wednesday, 20 cars (usually a good business day); Thursday, 14 cars and Friday, 14 cars.

Usually you find that as the week progresses the usage is better. For example: on Monday you will not normally use 14 cars, but come Friday you may be using 19 or 20 cars. Your average during the week days, however, should be a total of 70 per cent usage.

Regardless of which method is used, you must remember you will and must run out of cars on heavy playing days. If you attempted to accommodate all who desire

Continued on page 72



Above, Westinghouse's Marketeer 434 electric golf car with Electro-Flo speed control. It features oversize pneumatic tires that make for smoother riding.