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Apex 80



I am convinced that the **Apex** series golf ball is the finest golf ball I have ever made or I have ever played. We have developed a whiter finish on a tougher cover. The specially developed high compaction winding thread gives greater distance and tighter dispersion patterns. Tests show that *no one is making a golf ball that performs like the Apex series.* Try them and I know you'll be convinced.

Sincerely,

Ben Hogan

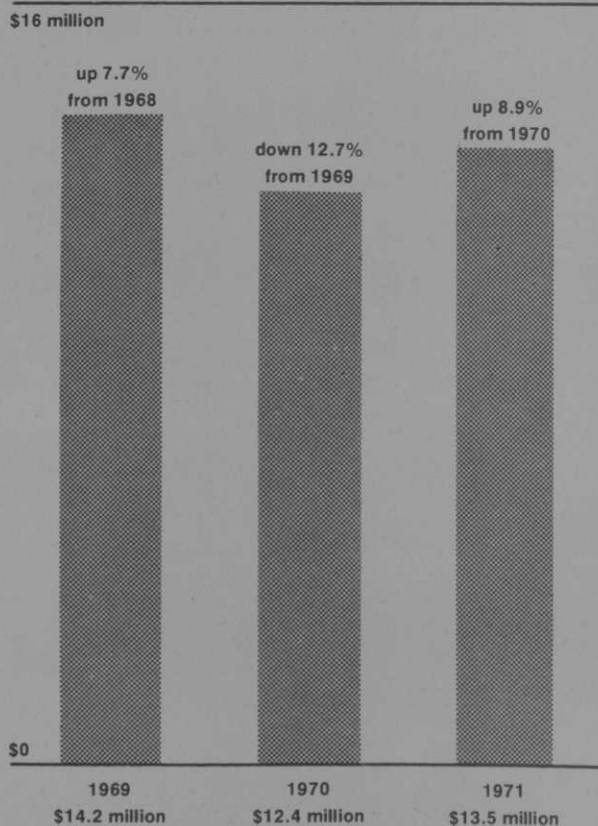
AMF | BEN HOGAN

2912 West Pafford Street, Fort Worth, Texas 76110
Available only at your golf professional shop.

PRO INCOME FROM GOLF LESSONS

Type of course	Average per facility	National totals
Private		
1969	\$2,800	\$9.1 million
1970	\$1,900	\$6.6 million
1971	\$2,000	\$7.1 million
Semi-private		
1969	\$ 850	\$ 2 million
1970	\$1,300	\$3.2 million
1971	\$1,400	\$3.6 million
Hotel/Resort		
1969	\$1,100	\$440,000
1970	\$1,100	\$446,800
1971	\$1,200	\$447,700
Public		
1969	\$1,500	\$2.6 million
1970	\$1,300	\$2.2 million
1971	\$1,300	\$2.3 million

PRO INCOME FROM GOLF LESSONS NATIONAL GRAND TOTALS



GOLF CLUB SALES BY TYPES OF SHAFTS

Type of course	Conventional steel		Lightweight steel		Stainless steel		Aluminum		Other	
	1970	1971	1970	1971	1970	1971	1970	1971	1970	1971
Private	12.0%	13.1%	48.8%	72.9%	2.2%	4.0%	36.6%	9.6%	.4%	.4%
Semi-private	30.8%	19.9%	35.4%	63.5%	2.6%	3.3%	31.1%	13.1%	.1%	.2%
Hotel/Resort	41.9%	24.2%	37.0%	62.6%	.9%	1.4%	20.0%	11.6%	.2%	.2%
Public	32.7%	20.8%	30.7%	55.0%	2.5%	4.2%	34.0%	19.0%	.1%	1.0%

PRO INCOME FROM CLUB CLEANING AND STORAGE SERVICE

Type of course	Average per facility		National totals	
	1970	1971	1970	1971
Private	\$5,300	\$4,700	\$18.1 million	\$16.3 million
Semi-private	\$1,200	\$1,400	\$ 3.1 million	\$ 3.7 million
Hotel/Resort	\$ 980	\$1,600	\$392,000	\$656,000
Public	—**	\$1,800	—**	\$ 3.2 million
National Grand Totals			\$21.6 million	\$23.9 million

** No response in these categories

PRO INCOME FROM DRIVING RANGES*

Type of course	Average per facility		National totals	
	1970	1971	1970	1971
Private	\$3,400	\$2,500	\$ 6.4 million	\$ 5.3 million
Semi-private	\$7,100	\$3,800	\$ 7.2 million	\$ 4.1 million
Hotel/Resort	\$6,800	\$4,000	\$ 1.7 million	\$ 1.1 million
Public	\$6,800	\$4,000	\$ 3.8 million	\$ 2.8 million
National Grand Totals			\$19.2 million	\$13.4 million

* Figures represent the total number of such courses factored by the percentage which have a driving range.

DO YOU EARN PRIZE MONEY FROM TOURNAMENT PLAY?

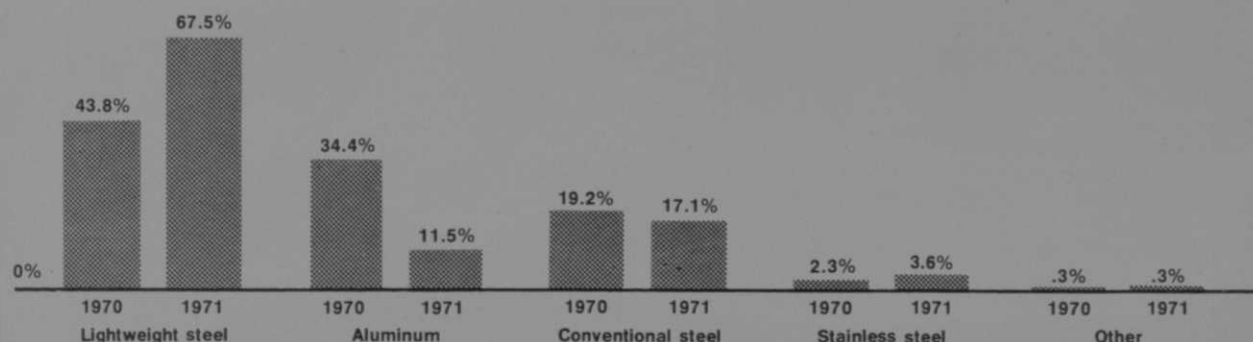
Type of course	Yes		No	
	1970	1971	1970	1971
Private	60.0%	52.0%	40.0%	48.0%
Semi-private	41.6%	33.0%	58.4%	67.0%
Hotel/Resort	40.0%	51.9%	60.0%	48.1%
Public	33.3%	41.9%	66.7%	58.1%
% of total response	50.6%	45.4%	49.4%	54.6%

AVERAGE AMOUNT WON BY PROS WHO EARN MONEY FROM TOURNAMENT PLAY

Type of course	Average earned	
	1970	1971
Private	\$ 930	\$1,100
Semi-private	\$ 680	\$ 620
Hotel/Resort	\$ 640	\$ 510
Public	\$1,600	\$1,000

100%

NATIONAL GOLF CLUB SALES BY TYPES OF SHAFTS



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GETTING OR KEEPING your course in great shape involves a lot of things. But wouldn't the job be less involved if you started with a really great grass?

Rudy-Patrick has the seed you need. Whether it's an exciting new variety, an elite specialty grass, or a time-tested reputation turf, you can expect the most from RP Seeds and the turf they produce.

Penncross
CREEPING
BENTGRASS

A time-tested reputation turf, Penncross is the seeded bentgrass variety without equal, in popularity as well as performance. With its hybrid vigor, darker green color, and persistent uniformity, Penncross is now written into 90% of all new U. S. golf course construction.

Penncross greens and tees are economically maintained by overseeding this aggressive, disease resistant variety. Penncross is being increasingly used in fairways. Where bluegrass and fescues are weakened by summer heat, Penncross remains

vigorous, giving little or no ground to *Poa annua*, crabgrass, etc. Divots are reduced and players are memorably impressed with this luxurious turf.

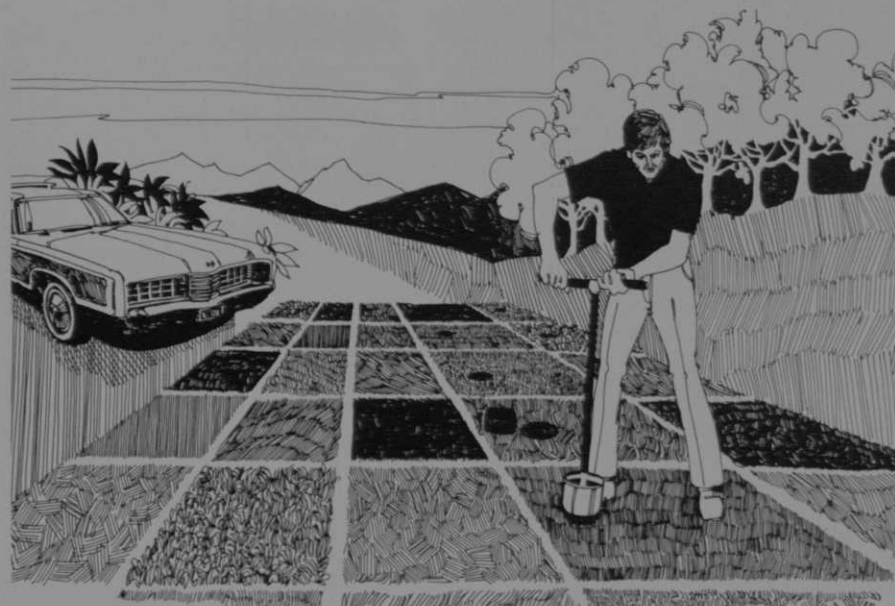
Manhattan
TUFF-TYPE RYEGRASS

An exciting new variety *par excellence*, Manhattan is the finest of the fine textured perennial ryegrasses. Its leafiness, persistence, and darker green color has given it rapid acceptance as a quality golfing turf. And not just in the South where, for winter play, Manhattan overseeded greens are top-rated for putting quality.

Elsewhere, seeded alone or in mixtures, it helps provide more durable turf on tees or tennis courts, and puts "instant" greening in divot repairs. There is no quicker way to cover and cushion wear-weary grass or temporarily returf desiccated areas.

Manhattan's winterhardiness, summer heat tolerance, disease resistance, mowability, and range of cutting heights read like the specs of a wonder grass. See for yourself.

SEARCHING FOR A REALLY GREAT GRASS?



Highlight
CHEWINGS FESCUE

An elite specialty grass, Highlight is a bright colored, densely growing chewings type, which performs well under drought conditions and low maintenance. Very durable and shade tolerant, Highlight was rated the best performing red fescue of an impressive number of varieties tested at Penn State in 1970.

These are but a few of the grasses and reasons justifying a closer look at RP. Research Proved varieties.

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- Manhattan Ryegrass
 Highlight Chewings Fescue
 Penncross Bentgrass

Other: _____

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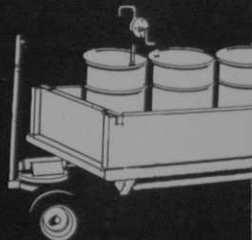
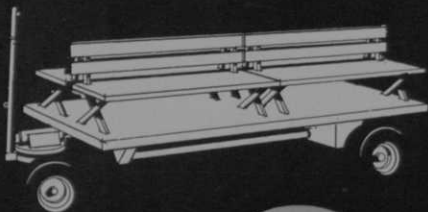
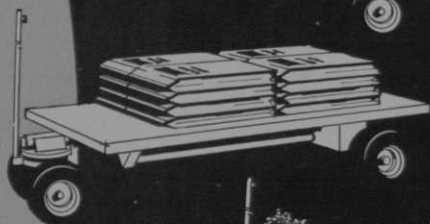
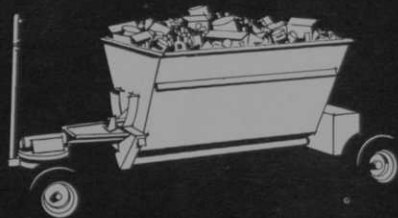
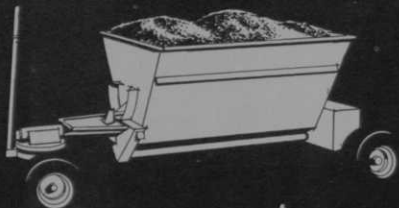
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*and haul them
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*with interchangeable
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These unique trailers spread the weight of heavy loads across a 48-inch width to protect your fine turf from ruts. Keep your crews working more days . . . handle many different hauling jobs with an easy change from 1 cu. yd. roll-dump hopper to flat bed. We also make a 2 cu. yd. hopper model that treats your turf the same gentle way.

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CLUB MANAGERS

... slowed down rising expenditure rates, but failed to make substantial gains in some major sources of revenue

Club managers made a definite effort to hold down the rate of increase of operating expenditures. GOLFDOM's Fourth Annual Marketing and Research Study noted a 6.1 per cent increase in total operating expenditures from \$1.15 billion in 1970 to \$1.22 billion in 1971—a considerable slowdown from the 40.1 per cent leap in 1970 over 1969. Managers did even a better job in holding these costs down than they anticipated. They had expected to spend 13 per cent more in 1971 than in 1970.

On the income side of the manager's account, no single trend was revealed. The 1971 tallies ran from good to poor in three prime revenue areas—food, liquor and green fees. Gross food sales at private and semi-private courses totaled \$736 million—only a 5.3 per cent increase over 1970. Gross liquor sales at private and semi-private courses did better with a 20.9 per cent increase to a little more than \$464.2 million. But revenue from green fees took a sharp drop of 12.8 per cent to \$326.8 million.

As with major golf course improvements, clubs also were unable to hold off on major clubhouse

improvements in 1971, and the average expenditures per facility leaped 61.5 per cent from \$20,000 in 1970 to \$32,300 in 1971.

Property taxes continued to plague clubs. Projecting responses from managers on taxes in 1971 as opposed to 1966, private, semi-private and hotel/resort courses combined paid out almost 41 per cent more last year than five years before. The grand total adds up to a hefty \$125.7 million in 1971 compared to \$89.2 million in 1966.

Managers did not fare much better than superintendents in upping their salaries in 1971. Again, there was slight upward mobility out of the three lowest brackets, which cover from under \$7,500 to \$12,500. Similar to the superintendents, only a few managers have hit the two top ranges, \$20,001 to \$25,000 and \$25,000 plus.

Nationally, managers now are in charge of \$848.5 million worth of clubhouse equipment and appointments. This is about \$115.5 million more than 1970 and bears out the large increase in expenditures for clubhouse improvements. □

MANAGER'S TABLES AND GRAPHS

Liquor gross receipts

Average and national totals78

National grand totals78

Liquor purchase budgets

Average and national totals78

National grand totals78

Food gross receipts

Average and national totals79

National grand totals79

Food purchase budgets

Average and national totals79

National grand totals79

Revenue from green fees

Average and national totals80

National grand totals80

Operating expenditures

Average and national totals81

National grand totals81

Taxes on club property

Average81

National grand totals81

Expenditures for clubhouse improvements

Average82

National grand totals82

Evaluation of equipment and appointments

Average, national totals, national grand totals82

Managers' salaries

All course types83

Each course type83

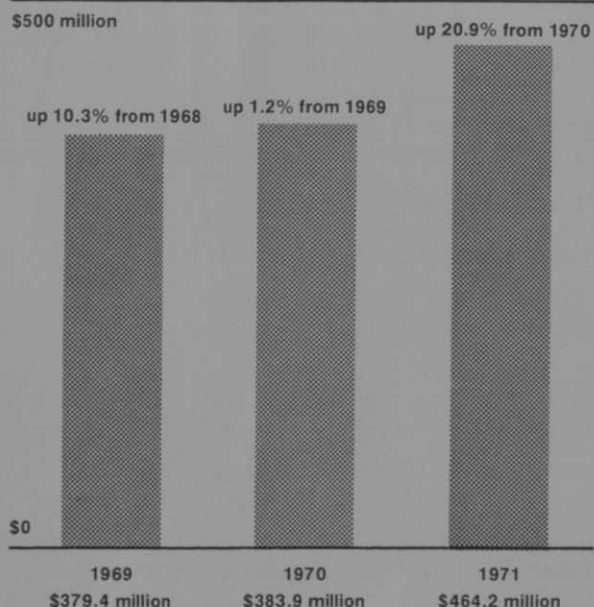
GROSS RECEIPTS FROM LIQUOR* SALES (private and semi-private facilities)**

Course type	Average per facility	National totals
Private		
1969	\$79,100	\$295.8 million
1970	\$72,500	\$286.7 million
1971	\$80,300	\$322.9 million
Semi-private		
1969	\$23,400	\$ 83.6 million
1970	\$27,500	\$ 97.2 million
1971	\$38,900	\$141.3 million

* Includes hard liquor, wines and beer.

** Hotel/Resort and public facilities have been excluded from this portion of the study because the disparity among their food and liquor facilities makes averages and national totals unreliable.

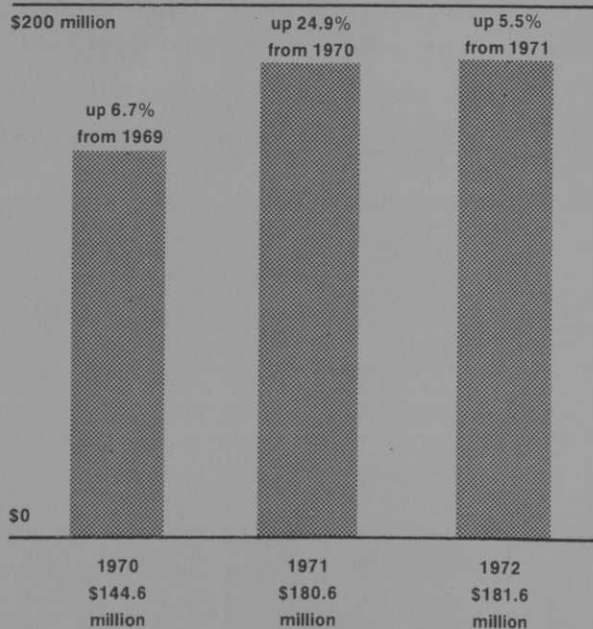
GROSS RECEIPTS FROM LIQUOR* SALES (private and semi-private facilities)** NATIONAL GRAND TOTALS



* Includes hard liquor, wines and beer.

** Hotel/Resort and public facilities have been excluded from this portion of the study because the disparity among their food and liquor facilities makes averages and national totals unreliable.

LIQUOR* PURCHASE BUDGETS (private and semi-private facilities)** NATIONAL GRAND TOTALS



* Includes hard liquor, wines and beer.

** Hotel/Resort and public facilities have been excluded from this portion of the study because the disparity among their food and liquor facilities makes averages and national totals unreliable.

LIQUOR* PURCHASE BUDGETS (private and semi-private facilities)**

Course type	Average per facility	National totals
Private		
Budget 1970	\$29,400	\$110 million
Budget 1971	\$29,700	\$117.2 million
Budget 1972	\$28,800	\$115.9 million
Semi-private		
Budget 1970	\$ 9,700	\$34.6 million
Budget 1971	\$18,000	\$63.4 million
Budget 1972	\$18,100	\$65.7 million

* Includes hard liquor, wines and beer.

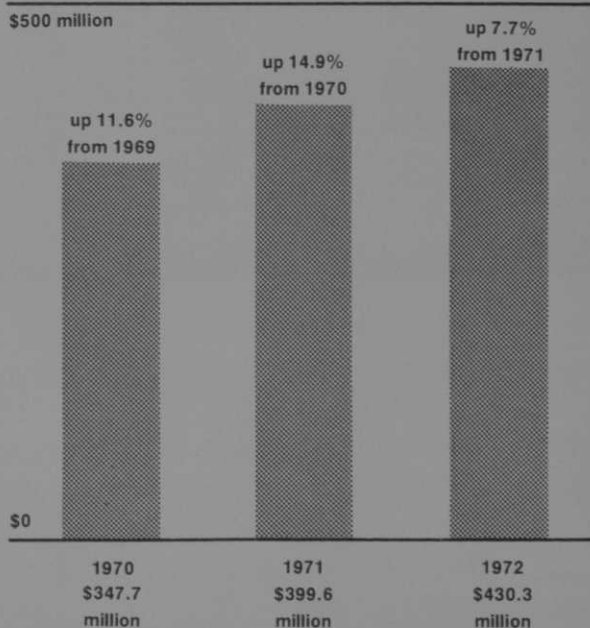
** Hotel/Resort and public facilities have been excluded from this portion of the study because the disparity among their food and liquor facilities makes averages and national totals unreliable.

**GROSS RECEIPTS FROM FOOD SALES
(private and semi-private facilities) ***

Course type	Average per facility	National totals
Private		
1969	\$139,100	\$519.8 million
1970	\$138,700	\$548.1 million
1971	\$148,200	\$595.9 million
Semi-private		
1969	\$ 34,300	\$122.7 million
1970	\$ 42,700	\$150.9 million
1971	\$ 38,600	\$140.1 million

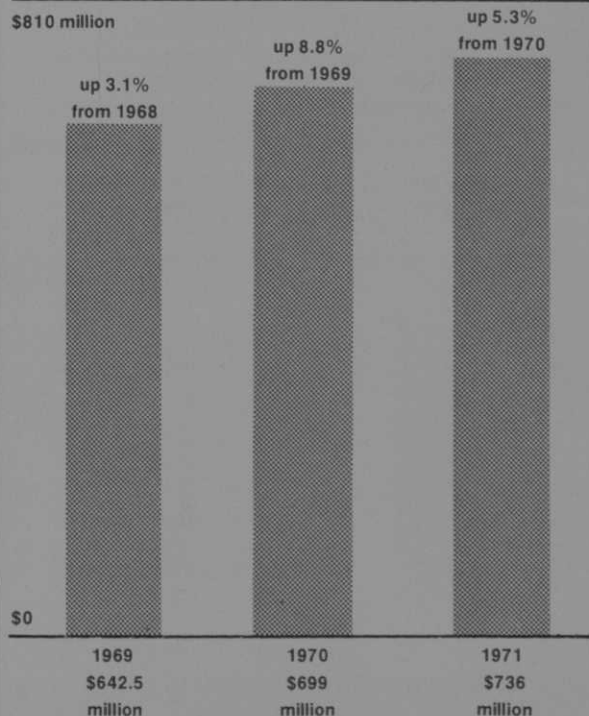
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**FOOD PURCHASE BUDGETS
(private and semi-private facilities) *
NATIONAL GRAND TOTALS**



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**GROSS RECEIPTS FROM FOOD SALES
(private and semi-private facilities)
NATIONAL GRAND TOTALS**



**FOOD PURCHASE BUDGETS
(private and semi-private facilities) ***

Course type	Average per facility	National totals
Private		
Budget 1970	\$78,000	\$291.4 million
Budget 1971	\$83,800	\$331.2 million
Budget 1972	\$84,800	\$340.9 million
Semi-private		
Budget 1970	\$15,700	\$ 56.3 million
Budget 1971	\$19,400	\$ 68.4 million
Budget 1972	\$24,600	\$ 89.4 million

* Hotel/Resort and public facilities have been excluded from this portion of the study because the disparity among their food and liquor facilities makes averages and national totals unreliable.

(Continued on page 80)

Notes: This club manager study does not include non-regulation courses (par-three, executive, etc.) because the number of such courses with complete dining and clubhouse facilities are few. Therefore, when the terms United States golf facilities and nation's golf facilities are used, it should be understood that they refer to regulation golf facilities only.

The term golf facility refers to an entire golf establishment. Therefore, a club with two or more courses is considered to be one golf facility, because the courses are under the same management and share the same clubhouse, pro shop and other club facilities. Figures reflect this definition.

Figures in many cases have been broken down by the following course types: private, semi-private, hotel/resort and public. For purposes of the survey, GOLFDOM has defined semi-private as a private, daily fee facility; hotel/resort as a facility owned and operated by a hotel or resort, and public as a municipal course or any other facility that does not represent private interests.

In some cases averages for 1970 and 1971 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

Figures in the billions have been rounded to the nearest ten million dollars; millions have been rounded to the nearest hundred thousand dollars; figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten dollars. Therefore rounded national totals, when added, may not precisely agree with the national grand totals, because these are the sums of the unrounded figures.

REVENUE FROM GREEN FEES

Course type	Average per facility	National totals
Private*		
1969	\$15,000	\$ 56.1 million
1970	\$14,200	\$ 56.3 million
1971	\$17,200	\$ 69.2 million
Semi-private		
1969	\$42,600	\$152.5 million
1970	\$61,200	\$216.2 million
1971	\$49,300	\$179.1 million
Hotel/Resort		
1969	\$39,500	\$ 15.8 million
1970	\$69,900	\$ 28 million
1971	\$62,900	\$ 25.8 million
Public		
1969	\$68,300	\$ 80 million
1970	\$61,900	\$ 74.2 million
1971	\$42,700	\$ 52.8 million

* The figures noted for private courses would generally constitute guest fees.

REVENUE FROM GREEN FEES NATIONAL GRAND TOTALS

