




Lyn Fuller, Golf Pro, TRW Country Club, Chesterland, Ohio

**Golf Coordinates** (gɒlf · kō-ōrd-ē'-nitz) Lee's coordinated knit collection that offers all the fit and comfort a golfer needs. Featuring doubleknit slacks of 100% Dacron® polyester with self-sizing Ban-rol® waistband (\$22), chain-work knit shirt of 50% Dacron® polyester and 50% cotton (\$8), and cardigan sweater with a luxurious blend of 75% mohair and 25% cotton (\$18). The Lee Company Inc., 640 Fifth Avenue, New York, New York 10019. See our new 1973 line at booths 107, 108, 109 & 110 at the PGA Merchandise Show, Palm Beach Gardens.

For more information circle number 171 on card

**LEE** A company of  corporation



Photographed at Pocono Manor Inn and Golf Club, Pocono Manor, Pennsylvania.

## Go for a quiet drive: Harley-Davidson.

When you shoot, you want silence. You get it from Harley-Davidson gasoline golf cars. Thanks to the unique ignition system, which starts and stops the engine as you press and release the accelerator. When you want it quiet, simply lift

your foot off the pedal. And play your next shot, in absolute silence. When you're ready to move on, just depress the accelerator, and off you go. Quietly. As a matter of fact, a Harley-Davidson gas car on the move is quieter than normal

conversation. And far quieter than any other gas car on the circuit. Harley-Davidson golf cars, gas or electric—very quiet complements for your course. AMF | HARLEY-DAVIDSON, Milwaukee, Wis. 53201.



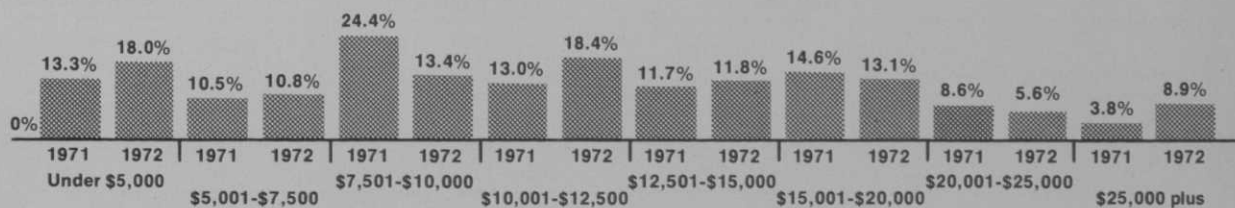
### ESTIMATE OF NET PRO INCOME\* (per cent of responses in each course type)

Income ranges	Private		Semi-private		Hotel/Resort		Public	
	1971	1972	1971	1972	1971	1972	1971	1972
Under \$5,000	8.7%	17.1%	15.2%	26.4%	16.7%	5.9%	33.3%	11.4%
\$5,001-\$7,500	8.7%	6.1%	12.0%	16.7%	8.3%	41.1%	18.5%	8.6%
\$7,501-\$10,000	21.5%	11.0%	32.6%	18.0%	25.0%	0%	14.8%	22.8%
\$10,001-\$12,500	13.4%	22.7%	14.1%	5.6%	12.5%	11.8%	7.4%	25.7%
\$12,501-\$15,000	15.1%	12.7%	7.6%	11.1%	8.3%	0%	7.4%	14.3%
\$15,001-\$20,000	16.9%	14.4%	10.9%	11.1%	16.7%	11.8%	11.1%	11.4%
\$20,001-\$25,000	11.0%	6.6%	5.4%	4.2%	8.3%	5.9%	3.7%	2.9%
\$25,000 plus	4.7%	9.4%	2.2%	6.9%	4.2%	23.5%	3.7%	2.9%

\* After cost, payroll and other operational expenses

### PRO NET INCOME (per cent of response, all course types combined)

100%



Notes: This golf professional study does not include non-regulation facilities (par-three, executive, etc. ), because the number of such facilities with complete pro shop operations, handling all categories of merchandise and carrying out all functions covered here, are few. Therefore, when the article refers to pro shops at United States golf facilities, we mean pro shops at regulation golf facilities only.

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

Not all regulation golf facilities have pro shops. Based on its own figures and those of the major golf equipment manufacturers, GOLFDOM estimates that there are almost 8,400 pro shops at regulation golf facilities. This figure, for purposes of giving national totals, has been broken down by type of course as follows: private club pro shops; semi-private club pro shops; hotel/resort course pro shops, and public course pro shops.

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 1971 and 1972 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

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.

*continued*

## GROSS PRO SHOP SALES

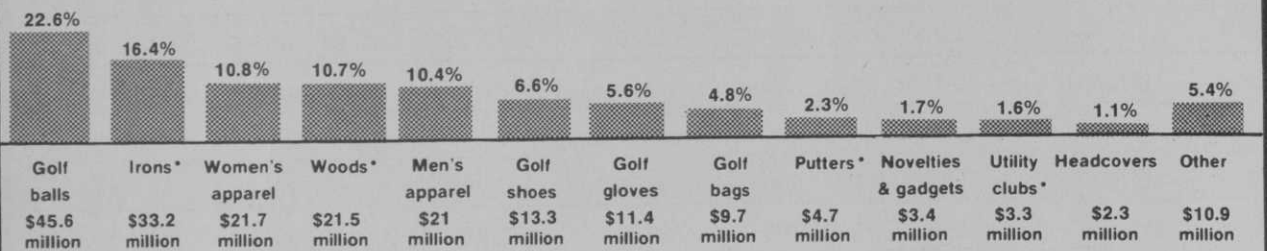
Type of course	Irons		Woods		Putters	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1970	\$4,900	\$16.7 million	\$3,300	\$11.1 million	\$650	\$2.2 million
1971	\$4,100	\$14.7 million	\$2,800	\$9.9 million	\$750	\$2.6 million
1972	\$4,200	\$15.0 million	\$3,000	\$10.4 million	\$620	\$2.2 million
Semi-private						
1970	\$3,600	\$8.8 million	\$2,000	\$4.9 million	\$500	\$1.2 million
1971	\$4,600	\$11.9 million	\$2,400	\$6.2 million	\$690	\$1.8 million
1972	\$3,100	\$8.2 million	\$2,300	\$6.3 million	\$520	\$1.4 million
Hotel/Resort						
1970	\$1,800	\$732,800	\$1,200	\$461,600	\$530	\$213,200
1971	\$1,900	\$796,600	\$1,100	\$446,900	\$690	\$282,900
1972	\$3,600	\$1.5 million	\$2,300	\$979,400	\$520	\$217,800
Public						
1970	\$4,100	\$6.9 million	\$2,900	\$5 million	\$590	\$1 million
1971	\$3,800	\$6.6 million	\$2,100	\$3.7 million	\$510	\$887,300
1972	\$8,000	\$14.0 million	\$5,100	\$8.9 million	\$510	\$891,300
Type of course	Golf shoes		Men's apparel		Women's apparel	
	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
Private						
1970	\$1,900	\$6.4 million	\$4,000	\$13.6 million	\$4,000	\$13.6 million
1971	\$2,100	\$7.5 million	\$4,500	\$15.6 million	\$4,000	\$14 million
1972	\$2,700	\$9.4 million	\$5,300	\$18.6 million	\$4,700	\$16.6 million
Semi-private						
1970	\$1,100	\$2.6 million	\$1,600	\$4 million	\$2,000	\$4.8 million
1971	\$2,400	\$6.2 million	\$2,000	\$5.2 million	\$2,800	\$7.2 million
1972	\$2,500	\$6.8 million	\$1,900	\$5.1 million	\$2,000	\$5.6 million
Hotel/Resort						
1970	\$1,300	\$509,200	\$5,900	\$2.4 million	\$6,700	\$2.7 million
1971	\$1,400	\$560,500	\$7,300	\$3 million	\$8,100	\$3.3 million
1972	\$3,600	\$1.5 million	\$5,000	\$2.1 million	\$6,800	\$2.8 million
Public						
1970	\$2,200	\$3.8 million	\$610	\$1 million	\$320	\$536,300
1971	\$1,100	\$1.8 million	\$1,100	\$1.8 million	\$890	\$1.5 million
1972	\$1,900	\$3.4 million	\$2,200	\$3.9 million	\$2,400	\$4.2 million

Utility clubs		Bags		Headcovers		Golf balls	
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals	Average per facility	National totals
\$470	\$1.6 million	\$1,500	\$5 million	\$360	\$1.2 million	\$6,500	\$22.2 million
\$360	\$1.3 million	\$1,600	\$5.7 million	\$410	\$1.4 million	\$5,500	\$19.1 million
\$410	\$1.5 million	\$1,700	\$6.1 million	\$360	\$1.3 million	\$6,900	\$24.2 million
\$330	\$808,300	\$1,000	\$2.6 million	\$210	\$517,300	\$4,600	\$11.4 million
\$400	\$1 million	\$1,200	\$3 million	\$260	\$673,100	\$5,500	\$14.2 million
\$300	\$798,600	\$3,700	\$9.8 million	\$340	\$897,800	\$6,800	\$18.1 million
\$190	\$74,000	\$600	\$241,600	\$160	\$65,600	\$7,700	\$3.1 million
\$280	\$114,800	\$610	\$250,100	\$180	\$73,800	\$5,800	\$2.4 million
\$290	\$119,100	\$930	\$388,300	\$260	\$110,400	\$4,600	\$1.9 million
\$490	\$823,000	\$1,000	\$1.8 million	\$260	\$448,000	\$5,200	\$8.9 million
\$360	\$620,400	\$1,200	\$2 million	\$320	\$549,400	\$4,500	\$7.7 million
\$320	\$551,600	\$1,100	\$1.9 million	\$230	\$408,000	\$6,500	\$11.4 million
Golf gloves		Novelties & Gadgets		Other			
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals		
\$1,600	\$5.5 million	\$600	\$2 million	\$2,300	\$7.7 million		
\$1,600	\$5.7 million	\$570	\$2 million	\$3,500	\$12.3 million		
\$1,900	\$6.8 million	\$670	\$2.4 million	\$3,200	\$11.4 million		
\$1,100	\$2.8 million	\$300	\$746,100	\$860	\$2.1 million		
\$1,300	\$3.5 million	\$420	\$1.1 million	\$700	\$1.8 million		
\$1,300	\$3.6 million	\$240	\$643,200	\$2,400	\$6.5 million		
\$1,800	\$731,600	\$320	\$126,400	\$610	\$243,200		
\$1,400	\$581,400	\$380	\$155,800	\$610	\$250,500		
\$2,400	\$1.0 million	\$300	\$125,400	\$13,100	\$5.5 million		
\$1,400	\$2.4 million	\$300	\$500,600	\$480	\$806,100		
\$1,200	\$2.1 million	\$420	\$727,900	\$690	\$1.2 million		
\$1,300	\$2.3 million	\$220	\$383,500	\$1,700	\$3.0 million		

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## GROSS PRO SHOP SALES 1970 NATIONAL GRAND TOTALS

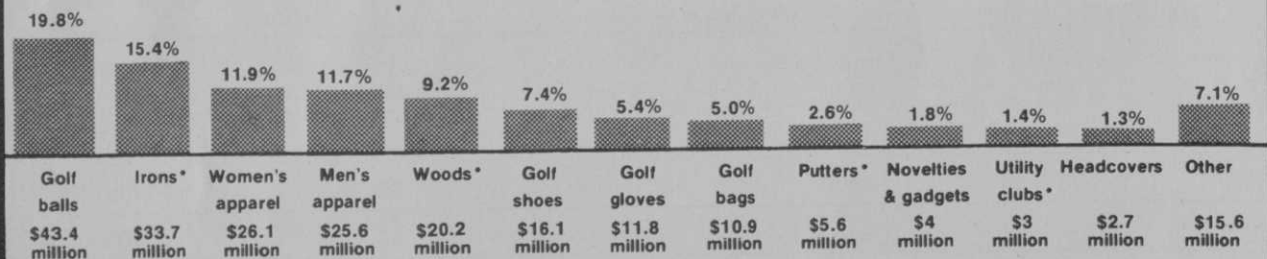
100% = \$201.8 million (down 18.1% from 1969)



\*Sales of the four golf club categories totaled \$62.7 million and constituted 31.7% of total pro shop sales.

## GROSS PRO SHOP SALES 1971 NATIONAL GRAND TOTALS

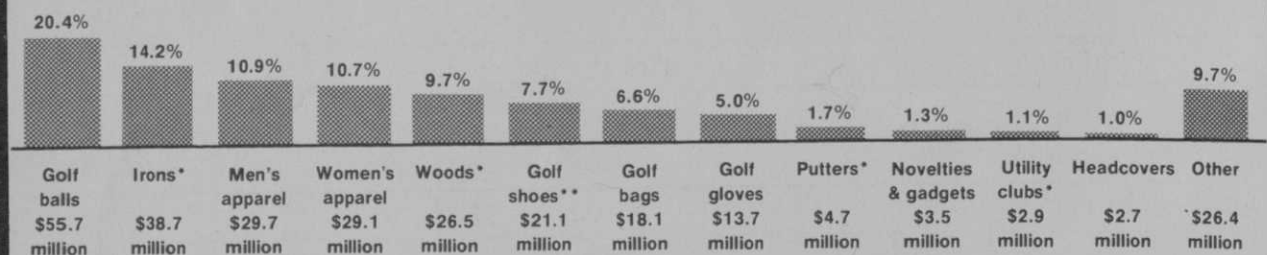
100% = 218.7 million (up 8.4% from 1970)



\*Sales of the four golf club categories combined totaled \$62.5 million and constituted 28.6% of total pro shop sales.

## GROSS PRO SHOP SALES 1972 NATIONAL GRAND TOTALS

100% = 272.8 million (up 24.7% from 1971)



\*Sales of the four golf club categories combined totaled \$72.8 million and constituted 26.7% of total pro shop sales.

\*\* Men's shoe sales totaled \$15.4 million and women's totaled \$5.7 million.

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New entries in  
the Jantzen  
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Bruce Fleisher  
and our newest  
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combination of color, comfort  
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That has to be one of the most compelling sales messages you ever had working for you. And add to it the fact that we'll be supporting you with the most extensive consumer advertising program in H&B history and you've got a one-two sales punch that'll be tough for anybody to beat.

**If a lot of touring pros  
cover up our name,  
how's that going to  
make you any richer?**



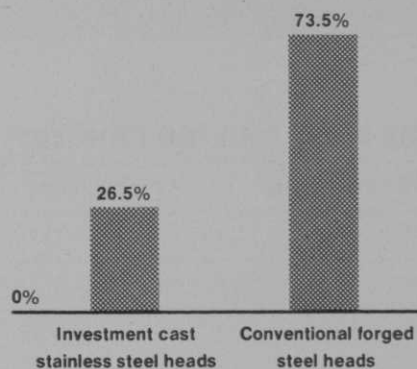
The **POWER-BILT** Experience  
Hillerich & Bradsby Co., Louisville, Kentucky 40201

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100%

### NATIONAL CLUB SALES BY TYPES OF CLUBHEADS



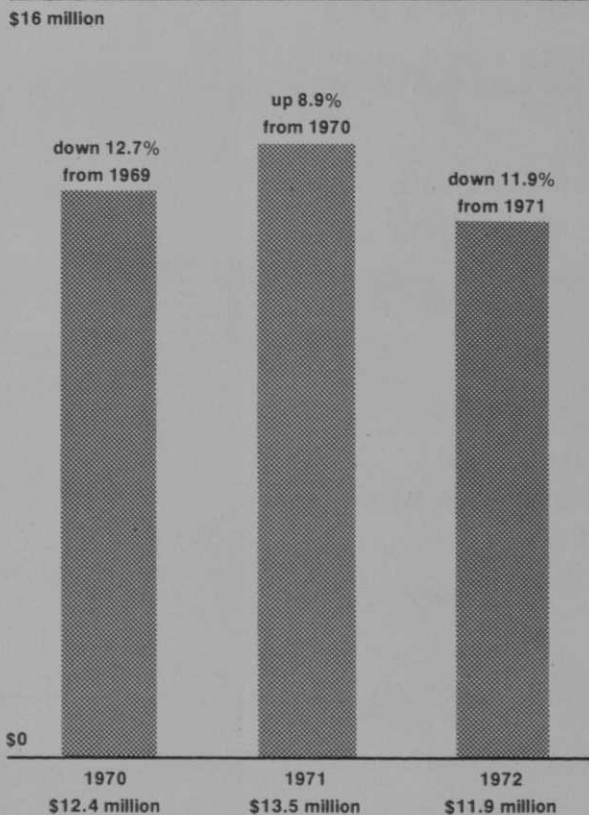
### GOLF CLUB SALES BY TYPES OF CLUBHEADS

Type of course	Investment cast stainless steel	Conventional forged steel
Private	29.7%	70.3%
Semi-private	22.2%	77.8%
Hotel/Resort	23.2%	76.8%
Public	19.0%	81.0%

### PRO INCOME FROM GOLF LESSONS

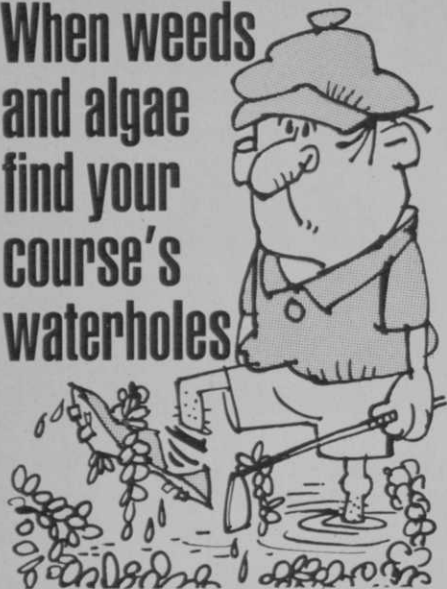
Type of course	Average per facility	National totals
<b>Private</b>		
1970	\$1,900	\$6.6 million
1971	\$2,000	\$7.1 million
1972	\$1,700	\$6.1 million
<b>Semi-private</b>		
1970	\$1,300	\$3.2 million
1971	\$1,400	\$3.6 million
1972	\$1,000	\$2.7 million
<b>Hotel/Resort</b>		
1970	\$1,100	\$446,800
1971	\$1,200	\$447,700
1972	\$1,300	\$562,600
<b>Public</b>		
1970	\$1,300	\$2.2 million
1971	\$1,300	\$2.3 million
1972	\$1,400	\$2.5 million

### PRO INCOME FROM GOLF LESSONS NATIONAL GRAND TOTALS



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When weeds  
and algae  
find your  
course's  
waterholes



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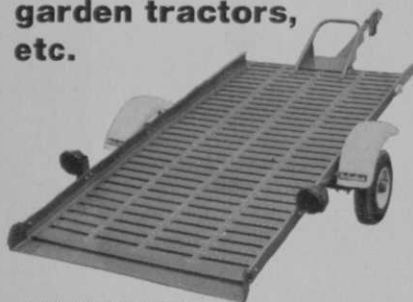
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**PRO INCOME FROM DRIVING RANGES\***

Type of course	Average per facility		National totals	
	1971	1972	1971	1972
Private	\$2,500	\$2,500	\$ 5.3 million	\$ 6.7 million
Semi-private	\$3,800	\$2,300	\$ 4.1 million	\$ 4.4 million
Hotel/Resort	\$4,000	\$3,900	\$ 1.1 million	\$ 1.1 million
Public	\$4,000	\$1,900	\$ 2.8 million	\$ 2.1 million
<b>National Grand Totals</b>			\$13.4 million	\$14.4 million

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

**PRO INCOME FROM CLUB CLEANING  
AND STORAGE SERVICE**

Type of course	Average per facility		National totals	
	1971	1972	1971	1972
Private	\$4,700	\$4,700	\$16.3 million	\$16.6 million
Semi-private	\$1,400	\$1,300	\$ 3.7 million	\$ 3.5 million
Hotel/Resort	\$1,600	\$1,200	\$656,000	\$515,400
Public	\$1,800	\$1,400	\$ 3.2 million	\$ 2.5 million
<b>National Grand Totals</b>			\$23.9 million	\$23.1 million