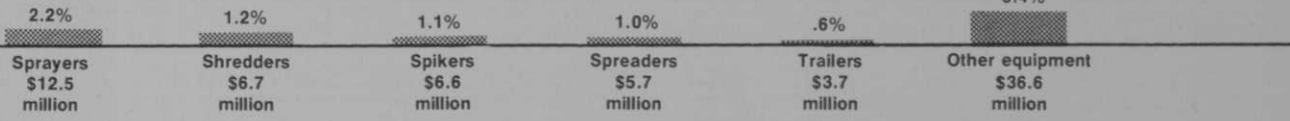
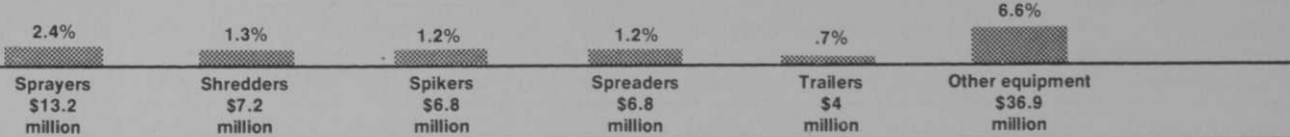


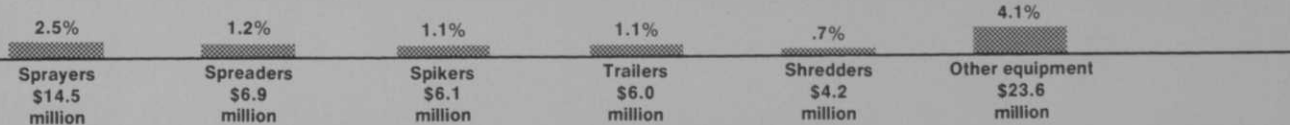
100% = \$567.1 million  
up 6.0% from 1969



100% = \$557.6 million  
down 1.7% from 1970



100% = \$569.8 million  
up 2.2% from 1971 total of \$557.6 million



Hotel/Resort		Public			Non-regulation		
1971	1972	1970	1971	1972	1970	1971	1972
14.8%	0%	50.0%	37.0%	11.9%	50.0%	0%	0%
18.5%	30.0%	11.5%	14.8%	30.9%	33.3%	33.3%	11.1%
18.5%	0%	23.1%	29.6%	16.7%	16.7%	66.7%	55.6%
29.6%	60.0%	15.4%	18.5%	30.9%	0%	0%	33.3%
11.1%	0%	0%	0%	7.1%	0%	0%	0%
3.7%	10.0%	0%	0%	2.4%	0%	0%	0%
3.7%	0%	0%	0%	0%	0%	0%	0%

continued

## TYPES OF IRRIGATION SYSTEMS PRESENTLY INSTALLED

### Response by course size

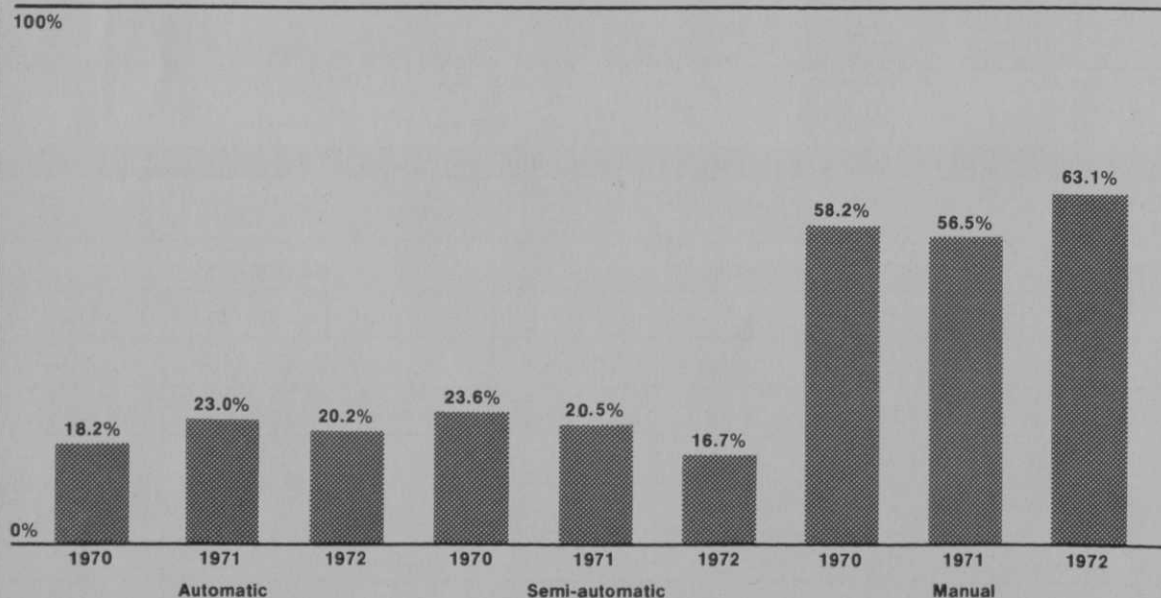
Course size	Automatic			Semi-automatic			Manual		
	1970	1971	1972	1970	1971	1972	1970	1971	1972
9-hole	11.4%	10.3%	11.2%	16.2%	25.8%	19.1%	72.4%	63.9%	69.7%
18-hole or more	23.1%	27.6%	23.8%	27.2%	19.0%	15.9%	49.7%	53.4%	60.3%
Non-regulation	—* <sup>*</sup>	20.0%	22.2%	50.0%	20.0%	11.1%	50.0%	60.0%	66.7%

### Response by course type

Course type	Automatic			Semi-automatic			Manual		
	1970	1971	1972	1970	1971	1972	1970	1971	1972
Private	17.2%	25.3%	22.6%	20.4%	17.8%	15.1%	62.4%	57.0%	62.3%
Semi-private	15.4%	14.9%	13.5%	26.9%	25.4%	20.2%	57.7%	59.6%	66.3%
Hotel/Resort	41.7%	40.6%	28.6%	33.3%	12.5%	14.3%	25.0%	46.9%	57.1%
Public	25.9%	21.9%	22.0%	22.2%	25.0%	16.0%	51.9%	53.1%	62.0%

\* No response in this category

## OVER-ALL RESPONSE





## Standard's complete Tee Consoles

This portable tee combination is designed with convenience for both players and ground keepers in mind. It's a "Professional" ball washer, Tee-Data Sign, Spike Cleaner and Litter Caddie all in one attractive unit. Everything is together to speed up play.

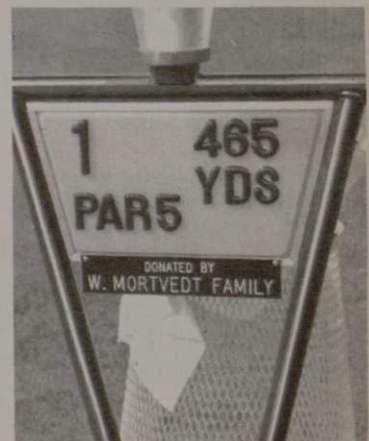
Tripod legs with 3" spikes anchor the console securely, yet facilitate easy moving. Mowing time is shortened, and worn, bare spots eliminated.

Unit is plastic coated to maintain its handsome appearance through the years. Never chips, fades or rusts. Any of the components, except Ball Washers, can be ordered in any of the seven available colors at no extra charge if specified with order. White, yellow, charcoal, red, blue, orange and avocado only.



**STANDARD MFG. CO.**  
220 East Fourth St.  
Cedar Falls, Iowa 50613

The new 1973 Standard color catalog illustrates the complete line of golf course equipment. It includes a price list, parts list plus the latest roster of Standard distributors. Write for this FREE, 32-page color catalog.



Donor signs may be fastened to the bottom of the Tee-Data Sign. Made of laminated plastic with routed white letters against a black background. Wording is limited to two lines, 22 spaces per line.

# TENNIS...

may prove to be the surprise income source for enterprising golf clubs and professionals

Tennis has become a major part of a club's profit picture, and for many golf professionals, selling tennis apparel and equipment now is a lucrative new source of income. At the demand of members of all ages, tennis courts that had once gone to weeds are now in top playing condition and in constant use. At many clubs, existing courts are not adequate to handle the demand, and expansion plans are in the works. And other clubs that never had sufficient member interest to merit building courts now are being pressed to get contractors in—and fast.

Managers reported that income from tennis facilities jumped almost 23 per cent in 1972 to \$25.4 million, and pros who carry tennis merchandise in their shops have cashed in on the new tennis activity. Some 52 per cent of the professionals at clubs with tennis facilities carry either tennis equipment or apparel or both. This merchandise brought \$1.2 million into their coffers—an amazing 77.8 per cent more than in 1971.

Looking at the growth picture for tennis, 41.6 per cent of the managers reported having tennis facilities. Of this group, almost 63 per cent said that they plan to improve or expand their tennis facilities. Some 52 per cent of those who did not have tennis facilities said they plan to install courts in the near future. For professionals who already stock tennis equipment and apparel, these figures can only mean greater profits. And those professionals who have not yet gotten into tennis merchandise should, certainly, take a hard look at its potential. □



## DOES YOUR CLUB OR COURSE HAVE TENNIS FACILITIES?

Type of course	Yes	No
Private	52.9%	47.1%
Semi-private	13.2%	86.8%
Hotel/Resort	84.6%	15.4%
Public	9.5%	90.5%
% of total response	41.6%	58.4%

## DO YOU PLAN TO IMPROVE OR EXPAND YOUR TENNIS FACILITIES?

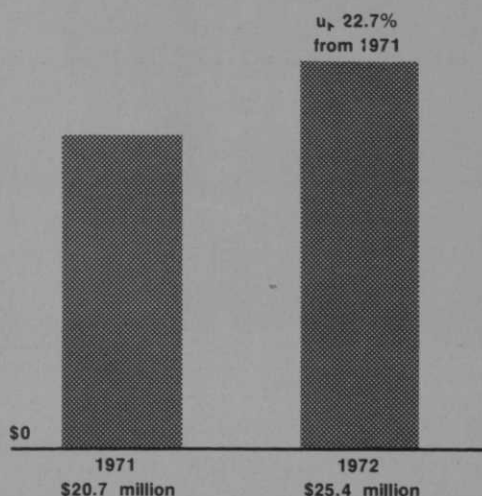
Type of course	Yes	No
Private	59.5%	40.5%
Semi-private	66.7%	33.3%
Hotel/Resort	88.9%	11.1%
Public	100%	0%
% of total response	62.7%	37.3%

## WHICH DO YOU SELL IN YOUR PRO SHOP?

Type of course	Tennis equipment	Tennis apparel	Both	Neither
Private	22.1%	14.7%	15.8%	47.4%
Semi-private	21.4%	0%	28.6%	50.0%
Hotel/Resort	30.8%	7.7%	7.7%	53.8%
Public	28.6%	0%	29.6%	42.8%
% of total response	23.3%	11.6%	17.0%	48.1%

### INCOME FROM TENNIS FACILITIES NATIONAL GRAND TOTALS

\$35 million



### INCOME FROM TENNIS FACILITIES

Course type Average per facility National totals

#### Private

1971	\$ 8,700	\$19.0 million
1972	\$10,700	\$23.4 million

#### Semi-private

1971	\$ 2,400	\$ 1.1 million
1972	\$ 2,600	\$ 1.2 million

#### Hotel/Resort

1971	----*	----*
1972	----*	----*

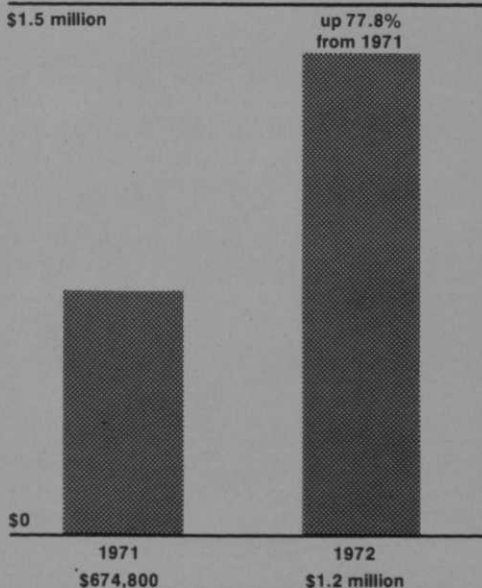
#### Public

1971	\$ 4,000	\$508,000
1972	\$ 5,800	\$730,300

\*The disparity among resorts' tennis fee plans makes averages and national totals unreliable.

### GROSS PRO INCOME FROM TENNIS MERCHANDISE NATIONAL GRAND TOTALS

\$1.5 million



### GROSS PRO INCOME FROM TENNIS MERCHANDISE

Course type Average per facility National totals

#### Private

1971	\$610	\$604,500
1972	\$920	\$908,700

#### Semi-private

1971	\$200	\$ 51,000
1972	\$440	\$112,200

#### Resort/Hotel

1971	----*	----*
1972	\$680	\$ 93,200

#### Public

1971	\$100	\$ 19,300
1972	\$500	\$ 96,500

\* Insufficient response in this category.

# How a little green and white box can cure some of a club pro's biggest headaches.



The weekend has arrived.  
And, once again, there aren't enough caddies.

Six cars are on re-charge and another just died after nine holes.

Everything

is slowing down and stacking up. And, since you're the club pro, everybody's on your back.



The cure?  
Take Exide's  
or Willard's EV-106

electric vehicle batteries. Put a set in each of your golf cars for dawn to dusk performance, or 106 minutes of continuous running power.

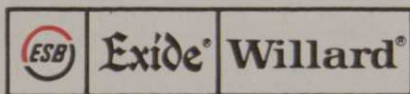
The EV-106 delivers 41%\* more power than standard golf car batteries because it's sealed in polypropylene, leaving more room inside for acid and plates.

For milder headaches, take EV-88 electric vehicle batteries, and get 88 minutes of continuous running power.

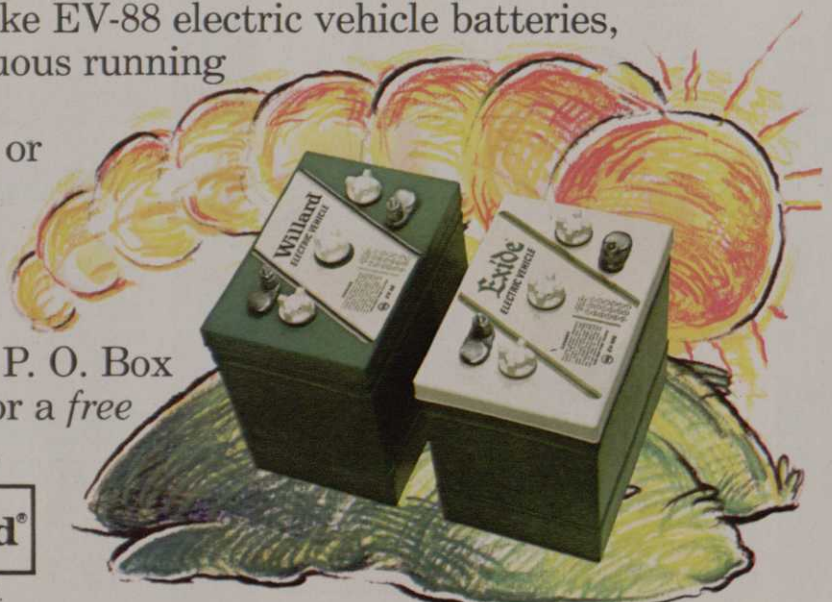
Ask your golf car dealer, or Exide or Willard battery distributor for complete information.

And feel better. Fast.

Write ESB Brands, Inc., P. O. Box 6949, Cleveland, Ohio 44101 for a free battery maintenance manual.



World leader in packaged power.



## The dawn to dusk battery.

\*The standard golf car battery is rated at 75 minutes continuous running power by the American Golf Car Association and Battery Council International.

For more information circle number 182 on card

# GOLF CARS...

continue to be the fastest-growing source of income for golf clubs

Golf cars were again the industry's brightest economic star. The rate of growth for rental revenues continues to burgeon, showing a 67.1 per cent increase in 1972 as compared to a 36.5 per cent increase in 1971 and a 31.4 per cent increase in 1970. According to GOLF-DOM's Fifth Annual Marketing and Research Study, this brought the national total to \$428.7 million.

Clubs and courses did not come as close this year to their predicted fleet buildups for 1972. Last year, managers over-projected the sizes of their fleets in 1972 and estimated an average of 36 cars per fleet. The actual average fleet size was 33 cars per fleet. This was still an increase of 6.5 per cent over 1971.

All course types but hotel-resort showed an increase in revenue from rentals. Private and semi-private courses enjoyed the greatest success, showing averages of \$62,800 and \$56,500 per facility, respectively. Private courses gained \$20,000 and semi-private gained \$28,700 per facility over 1971.

All course types, with the exception of hotel-resort, built up their fleets in 1972.

Managers at all course types predicted sizable buildups in 1973. Projections average 38 cars per fleet. But these predictions have proven to be overly optimistic in the past.

In 1972, 86.2 per cent of the manager respondents said their courses have fleets, as compared to 83 per cent in 1971. Projecting the 1972 figure to the some 9,500 regulation facilities in the United States, it is estimated that about 8,189 have golf car fleets. Thus, taking the average of 33 cars per fleet, the total number of golf cars at

regulation facilities in the United States is 270,237 in 1972. In addition to the predicted buildups of present fleets in 1972, which brings the total to 311,182, some 24.9 per cent of the managers whose facilities did not have fleets said they planned to acquire cars in the future.

The division of golf car revenue showed 76.2 per cent of the golf professionals responding indicated that they participate in this income. Of those who participate, 25 per cent in 1972 said they retain 100 per cent. This is a 16 per cent increase over 1971. Those professionals retaining under 25 per cent of the revenue have increased significantly to 47 per cent from 9.7 per cent. And there is a considerable loss of retained revenue in the 75 to 99 per cent

*continued*



## GOLF CAR TABLES AND GRAPHS

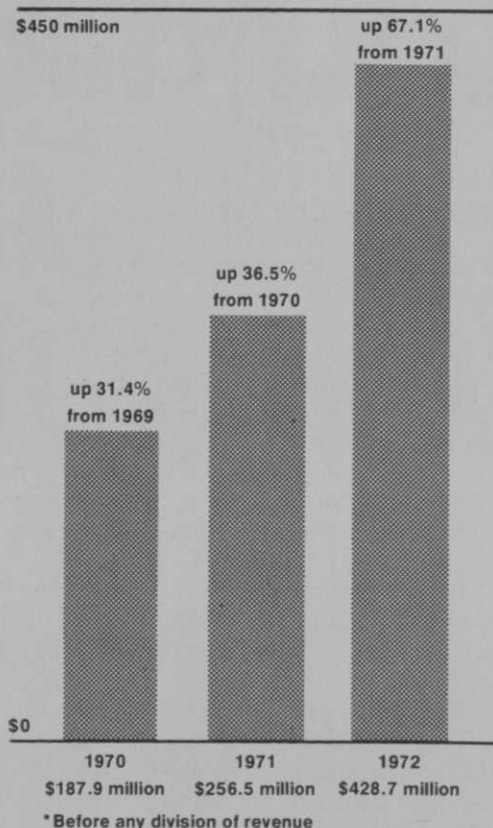
<b>Gross revenue from car rentals</b>		<b>Pros participating in car revenue</b> .....	50
Average .....	48	<b>Sizes of golf car fleets</b> .....	50
National grand totals .....	48	Average .....	50
<b>Gross revenue retained by professionals</b> .....	48	Over-all average .....	50

### AVERAGE GROSS REVENUE FROM GOLF CAR RENTALS\*

Type of course	Average per facility
<b>Private</b>	
1970	\$32,300
1971	\$42,800
1972	\$62,800
<b>Semi-private</b>	
1970	\$20,600
1971	\$27,800
1972	\$56,500
<b>Hotel/Resort</b>	
1970	\$65,600
1971	\$65,700
1972	\$31,400
<b>Public</b>	
1970	\$11,900
1971	\$ 9,500
1972	\$19,700

\* Before any division of revenue

### GROSS REVENUE FROM GOLF CAR RENTALS NATIONAL GRAND TOTALS\*



### PERCENTAGE OF GROSS GOLF CAR REVENUE RETAINED BY PROS WHO PARTICIPATE\*

Type of course	Retain 100% of revenue		Retain 75%-99% of revenue		Retain 50%-74% of revenue		Retain 25%-49% of revenue		Retain under 25% of revenue	
	1971	1972	1971	1972	1971	1972	1971	1972	1971	1972
Private	2.7%	28%	60.0%	6%	22.6%	6%	4.0%	15%	10.7%	45%
Semi-private	21.8%	18%	43.0%	2%	18.7%	7%	9.4%	15%	6.3%	58%
Hotel/Resort	15.4%	10%	61.5%	—**	7.7%	20%	7.7%	10%	7.7%	60%
Public	—**	34%	50.0%	11%	—**	22%	25.0%	11%	25.0%	22%
<b>Over-all response</b>	<b>8.9%</b>	<b>25%</b>	<b>55.5%</b>	<b>5%</b>	<b>19.4%</b>	<b>8%</b>	<b>6.5%</b>	<b>15%</b>	<b>9.7%</b>	<b>47%</b>

\* Figures entered indicate percentage of respondents for each course type

\*\* No response in these categories

continued





# REMEMBER THIS PICTURE FROM THE 1960's??

The former owner of H. Coster Electric Car Co. of Indianapolis, Ind.,  
Cincinnati, Ohio, Louisville, Ky., and Madison, Wis.

H. COSTER HAS DEFECTED 2413 MILES TO THE WEST. AT LAST REPORT HE IS OPERATING AMERICA'S LARGEST GOLF CAR DEALERSHIP IN THE RUSHIN' ZONE OF CALIFORNIA.

WARNING!! All western clubs, pros, and individuals should carefully check out Coster's FUGITIVE PRICES before you buy or lease (1 or 100), new, rebuilt, or used golf cars.

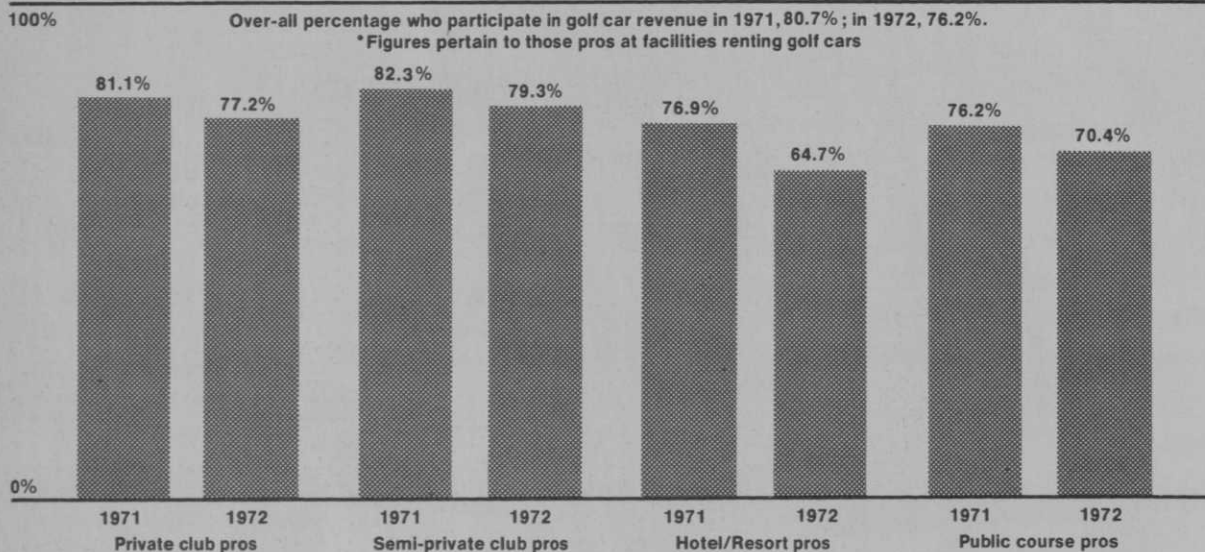
## HARLEY-DAVIDSON GOLF CARS DIVISION OF H. COSTER ENTERPRISES, INC.

No. Division  
1757 E. Bayshore Road, Redwood City, California  
(415) 364-4911

So. Division  
1301 E. Hunter Avenue, Santa Ana, California  
(714) 835-1501

For more information circle number 172 on card

## PERCENTAGE OF PRO RESPONDENTS WHO PARTICIPATE IN GOLF CAR REVENUE\*



## AVERAGE SIZES OF GOLF CAR FLEETS

Type of course      Average per facility\*

Private	
1970	32
1971	33
1972	36
Estimate 1973	40
Semi-private	
1970	22
1971	24
1972	27
Estimate 1973	34
Hotel/Resort	
1970	40
1971	45
1972	36
Estimate 1973	47
Public	
1970	20
1971	20
1972	21
Estimate 1973	26

\* Variance from the average in the case of an individual fleet could be accounted for by two factors: number of holes and size of the membership or amount of player traffic.

## OVER-ALL AVERAGE SIZE OF GOLF CAR FLEET

