

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

Course type    Average per facility    National totals

**Private**

1971	\$ 80,300	\$322.9 million
1972	\$ 83,500	\$345.8 million
1973	\$100,500	\$418.9 million

**Semi-private**

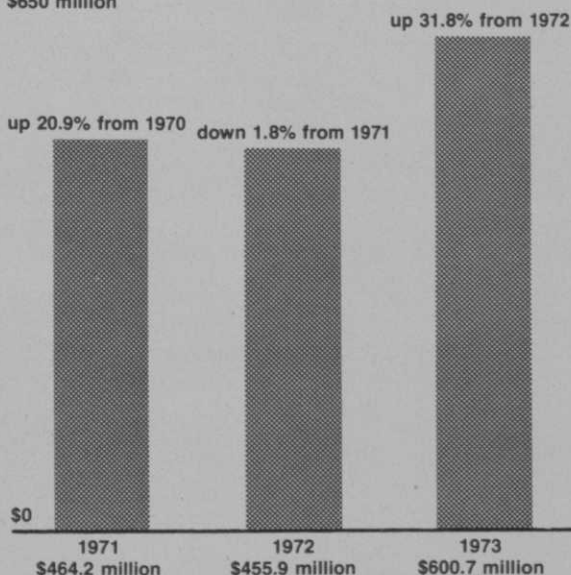
1971	\$ 38,900	\$141.3 million
1972	\$ 30,000	\$110.0 million
1973	\$ 48,500	\$181.8 million

\*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**

\$650 million

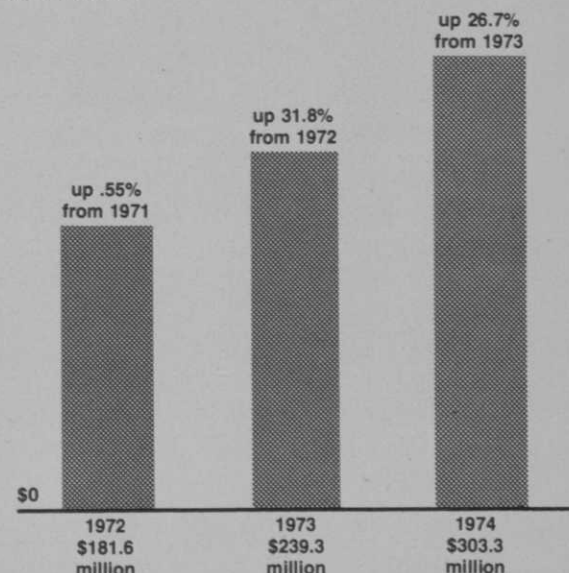


\*Includes hard liquor, wines and beer

\*\*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.

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

\$350 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.

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

Course type    Average per facility    National totals

**Private**

Budget 1972	\$28,800	\$115.9 million
Budget 1973	\$41,800	\$173.3 million
Budget 1974	\$51,500	\$214.6 million

**Semi-private**

Budget 1972	\$18,100	\$ 65.7 million
Budget 1973	\$18,000	\$ 66.0 million
Budget 1974	\$23,600	\$ 88.6 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.

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# kauai surf

KAUAI SURF RESORT, KALAPAKI BEACH,  
KAUAI, HAWAII



PICTURED ABOVE ARE GLENN LOVEJOY, GENERAL MANAGER, AND BILL SCHWALLIE, HEAD GOLF PROFESSIONAL, WITH SOME OF THEIR 75 NEW E-Z-GO GOLF CARS, ALL EQUIPPED WITH TROJAN 217 BATTERIES.

SHOWN BELOW IN HAWAII ON THE GARDEN ISLAND OF KAUAI IS THE SPECTACULAR KAUAI SURF HOTEL. WITH A HALF-MILE OF SURF WASHED GOLDEN SAND IN FRONT, A GREAT GOLF COURSE IN BACK, AND 185 ACRES OF LUXURY RESORT IN BETWEEN.



## TROJAN

®

### "MILEAGE MASTER" GOLF CAR BATTERIES

9440 ANN STREET · SANTA FE SPRINGS, CALIF. 90670

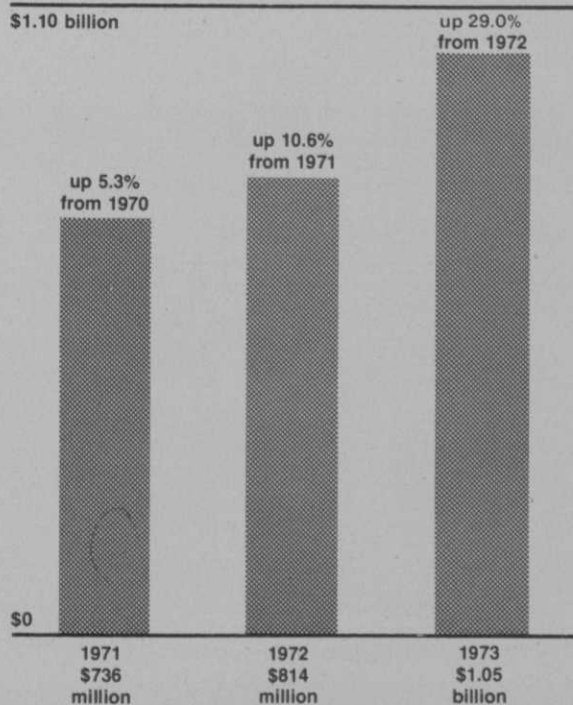
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**GROSS RECEIPTS FROM FOOD SALES  
(private and semi-private facilities)\***

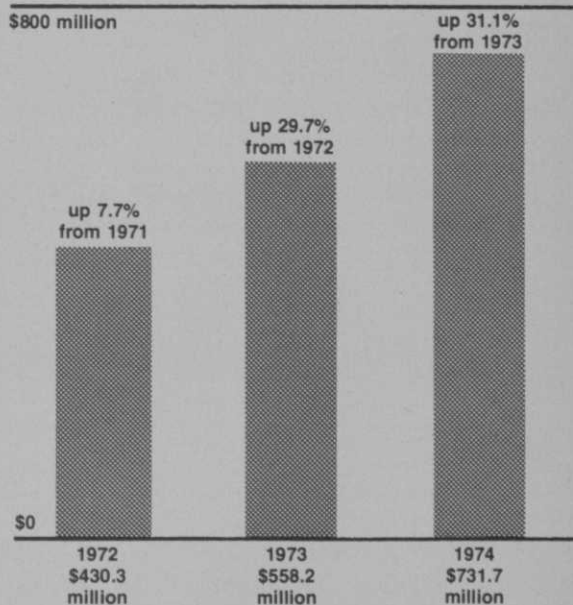
Course type	Average per facility	National totals
<b>Private</b>		
1971	\$148,200	\$595.9 million
1972	\$160,900	\$666.6 million
1973	\$195,900	\$816.7 million
<b>Semi-private</b>		
1971	\$ 38,600	\$140.1 million
1972	\$ 40,200	\$147.4 million
1973	\$ 61,300	\$229.9 million

\*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.

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



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



\*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.

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

Course type	Average per facility	National totals
<b>Private</b>		
Budget 1972	\$ 84,800	\$340.9 million
Budget 1973	\$109,900	\$455.0 million
Budget 1974	\$137,600	\$573.7 million
<b>Semi-private</b>		
Budget 1972	\$ 24,600	\$ 89.4 million
Budget 1973	\$ 28,100	\$103.2 million
Budget 1974	\$ 42,100	\$158.0 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

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. 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 golf facility that does not represent private interests.

In some cases averages for 1971 and 1972, and 1972 and 1973 are the same, but national projections are different. This is indicative of the growth in the number of golf facilities.

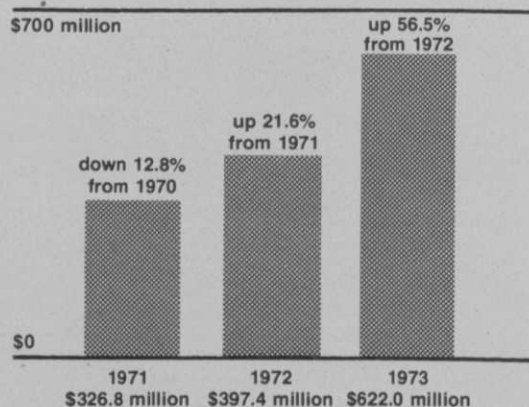
Figures in the billions have been rounded to the nearest ten million dollars; figures in the millions have been rounded to the nearest hundred thousand dollars; figures in the thousands have been rounded to the nearest hundred dollars, and figures in the hundreds have been rounded to the nearest ten 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
<b>Private*</b>		
1971	\$ 17,200	\$ 69.2 million
1972	\$ 15,600	\$ 64.6 million
1973	\$ 29,400	\$122.5 million
<b>Semi-private</b>		
1971	\$ 49,300	\$179.1 million
1972	\$ 68,400	\$250.9 million
1973	\$ 73,500	\$275.4 million
<b>Hotel/Resort</b>		
1971	\$ 62,900	\$ 25.8 million
1972	\$ 66,100	\$ 27.6 million
1973	\$148,100	\$ 62.9 million
<b>Public</b>		
1971	\$ 42,700	\$ 52.8 million
1972	\$ 42,700	\$ 54.2 million
1973	\$124,100	\$161.2 million

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

## REVENUE FROM GREEN FEES NATIONAL GRAND TOTALS



continued on page 39

# The New Caroche

Ahead by Engineering





**Top** Walk 9 holes, ride 9 holes with Caroché's optional 4-bag attachments.

**Bottom** It'll flatten the hills on your course.

**Top** The "go-anywhere" Caroché: maneuverable, compact, sure-footed and light-weight.

**Bottom** Your choice: The open Caroché or with optional canopy.

## Caroche . . .

### Beautiful, Practical, Profitable

Go ahead. Kick the tires. Stretch its "legs" over a few hills. Or, if you're up to it, ride it from sun-up to sun-down on the golf course. **Beautiful!**

Seventy-two (72) continuous holes on a single battery charge. That's Caroche. And what's even better is the fact that this golf car will go 36 holes without deep-cycling its batteries. Even on hilly courses. And since that can double your battery life, that's **profitable!**

And styling? Well, you'd feel elegant driving it to a formal dance. **Beautiful!**

The people who build the finest golf car in the world are never satisfied, even with the best. They improve the breed. That's why the latest Caroche incorporates 14 improvements. A smoother ride, more comfortable bucket seats (individually adjustable), shorter turning radius, larger bumpers and an even stronger body shell. And — all improvements are functional. That's — beautifully **practical!**

The golf car that flattens the hills on your course is light enough to tread softly on your turf, exerting considerably less ground pressure in pounds per square inch than 3-wheel cars. And with its wide-track wheels and low center of gravity, Caroche's unusual stability could reduce the insurance rates on your course.

How profitable is Caroche? If you've got an open mind, you'll do what so many others have done. You'll test Caroche against its competition. And, chances are, you'll come to the conclusion produced by every competitive test in the past two years: that Caroche is not only beautiful, practical and profitable, but . . .

**what a golf car should be.**



End of a 72-hole day.

## Specifications

LENGTH: 93" WIDTH: 45½" HEIGHT: 44¾" TREAD: 36⅝" WHEELBASE: 65" STEERING: Automotive steering wheel. MOTOR: 2 to 7 h.p. range. WEIGHT: 514 pounds without batteries, 880 pounds with batteries. SPEED: 12-15 m.p.h. forward, 6 m.p.h. reverse. DRIVE OR TRANSMISSION: Double-reduction gear-drive. SEATS: Individually adjustable bucket seats. TIRE SIZE: 18 x 8.50 x 8 four-ply. SUSPENSION: Auto-type leaf springs. BODY: Triple-thick fiberglass (rust and corrosion proof—no painting required) FRAME: Extruded aluminum I-beams (rust and corrosion proof) COLOR: White. BATTERIES: Six 6.3 volt 88 min. CONTROL: Three (3) pedals. BRAKES: Hydraulic and mechanical on both rear wheels. FLOORSPACE: 1,298 square inches. ACCESSORIES: Canopy, sporty hardtop cab, windshield, hubcaps, tow bar, extra bag attachments, lights, horn, taillights and kickplate.

## Warranty

Caroche is warranted for one year (12 months), as against defective material and workmanship under normal use and service. As in the operation of any vehicle, a prudent driver will exercise care and safe driving habits in negotiating hills, turns and while driving on rough terrain. The warranties are fully set forth in a warranty given to each customer at the time of sale and there are no other implied warranties of any kind. The representations in this brochure are descriptive only and do not constitute warranties, expressed or implied, to purchaser and users.



A Johns-Manville Company



P. O. Box 1625 204 Norton St.  
Augusta, Georgia 30903

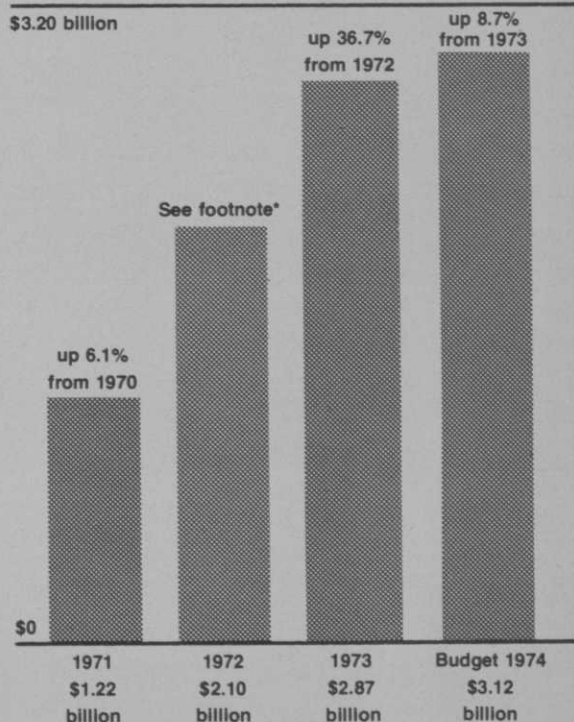




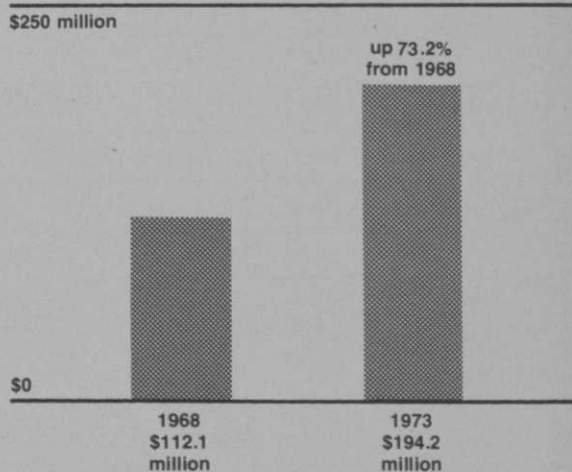
## OPERATING EXPENDITURES

Course type	Average per facility	National totals
<b>Private</b>		
1971	\$238,200	\$957.6 million
1972*	\$380,800	\$1.58 billion
1973*	\$460,300	\$1.92 billion
Budget 1974*	\$501,900	\$2.09 billion
<b>Semi-private</b>		
1971	\$ 58,300	\$211.8 million
1972*	\$109,900	\$403.2 million
1973*	\$136,600	\$512.2 million
Budget 1974*	\$140,100	\$525.2 million
<b>Hotel/Resort</b>		
1971	\$ 17,200	\$7.1 million
1972*	\$ 79,300	\$33.2 million
1973*	\$579,900	\$246.5 million
Budget 1974*	\$651,600	\$276.9 million
<b>Public</b>		
1971	\$ 41,500	\$51.2 million
1972*	\$ 70,500	\$89.4 million
1973*	\$152,000	\$197.4 million
Budget 1974*	\$164,100	\$213.1 million

## OPERATING EXPENDITURES NATIONAL GRAND TOTALS



## ACTUAL TAXES PAID ON CLUB PROPERTY\*\* NATIONAL GRAND TOTALS

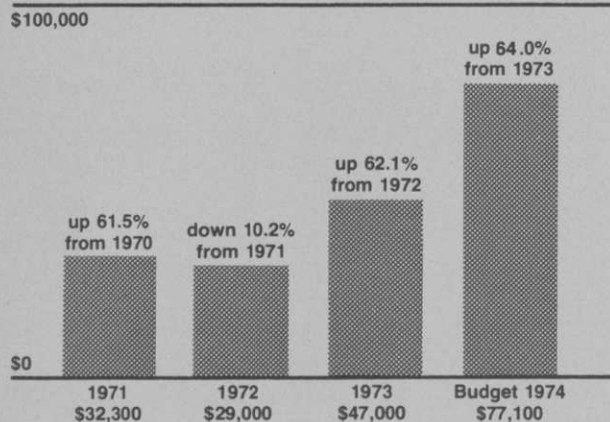


\*\*All course types combined

*continued*

\*Important: It must be pointed out that what appears to be an inordinate increase in operating expenditures is due to the inclusion of payroll costs in the 1972, 1973 and budget 1974 figures. In previous years, managers had been asked to exclude payroll costs from their responses. However, payroll costs in many cases can account for more than half of total operating expenditures.

## EXPENDITURES FOR CLUBHOUSE IMPROVEMENTS AVERAGE PER FACILITY\*



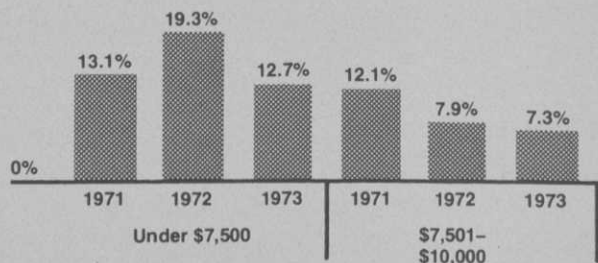
\*Averages encompass all four types of regulation facilities—private, semi-private, hotel/resort and public.

### NATIONAL GRAND TOTALS:

1971	.....	\$221.8 million
1972	.....	\$219.0 million
1973	.....	\$321.2 million
Budget 1974	.....	\$607.4 million

100%

## MANAGERS' SALARIES



## PLANS FOR IMPROVEMENTS (per cent\* of response in each course type)

Location	Private		Semi-private		Hotel/Resort		Public	
	Installations, Additions	Renovations, Redecorating	Installations, Additions	Renovations, Redecorating	Installations, Additions	Renovations, Redecorating	Installations, Additions	Renovations, Redecorating
Clubhouse	27%	21%	50%	58%	36%	36%	41%	30%
Dining room	19%	34%	28%	28%	45%	9%	26%	11%
Kitchen	24%	20%	36%	28%	36%	0%	26%	11%
Pro shop	12%	12%	44%	25%	27%	18%	30%	15%
Swimming pool	10%	18%	25%	3%	9%	9%	7%	0%
Parking	18%	10%	36%	31%	36%	0%	4%	11%
Golf car garage	16%	7%	33%	22%	9%	9%	11%	4%
Other	14%	9%	8%	11%	18%	9%	11%	0%

\*Percentages reflect multiple answers; therefore, when added, they will not total 100%.