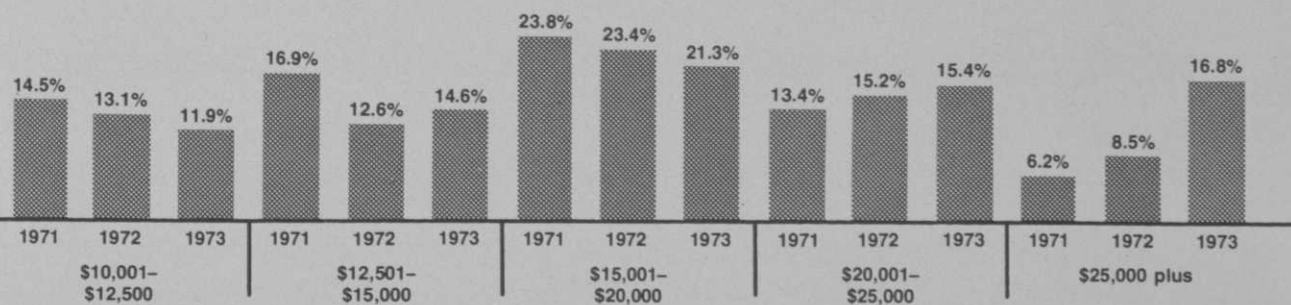


(per cent of response, all course types combined)



ANNUAL MANAGERS' SALARIES
(per cent of response in each course type)

Salary ranges	Private			Semi-private			Hotel/Resort			Public		
	1971	1972	1973	1971	1972	1973	1971	1972	1973	1971	1972	1973
Under \$7,500	6.6%	12.4%	6.0%	31.7%	28.3%	32.4%	—*	16.7%	25.0%	57.1%	48.6%	14.3%
\$7,501-\$10,000	8.1%	4.3%	4.8%	22.2%	20.0%	11.7%	44.4%	25.0%	12.5%	—*	5.4%	14.3%
\$10,001-\$12,500	12.3%	11.6%	8.0%	19.0%	11.7%	18.2%	11.1%	16.7%	12.5%	42.9%	24.3%	25.7%
\$12,501-\$15,000	19.0%	12.5%	14.8%	9.5%	15.0%	13.0%	33.3%	16.7%	0%	—*	8.1%	20.0%
\$15,501-\$20,000	29.4%	27.0%	24.4%	11.1%	18.3%	13.0%	—*	25.0%	25.0%	—*	8.1%	17.1%
\$20,001-\$25,000	17.5%	20.2%	20.0%	3.2%	5.0%	5.2%	—*	—*	12.5%	—*	5.4%	5.7%
\$25,000 plus	7.1%	12.0%	22.0%	3.2%	1.7%	6.5%	11.1%	—*	12.5%	—*	—*	2.9%

*No response in these categories

ROSEMAN INTRODUCES

New 7-Gang Hydraulic Power Driven Reel Mower

*Beginning
a New Era in
Turf Mowing!*



The Roseman 7 unit Hydra-Gang Mower utilizes the tractor power take-off system to power the cutting reels and the tractor hydraulic system to provide hydraulic lift for each mower unit. The Hydra-Gang mounts on Ford 2000 and 3000 All Purpose model tractors.

Drive power for reels taken directly from the tractor engine eliminates need for excessive draw bar pull and minimum weight for traction. Hills and banks can be mowed easily regardless of soft or wet turf conditions. Individual mower units follow ground contour with unlimited flexibility without scalping. Cutting height is gauged by ground reference to provide even cut over undulations.

30" per unit. Cutting swath varies for 3, 4, 5 and 6 mowers with maximum of 15' for 7 gang.

Mowing time is greatly reduced with a minimum of repair maintenance. All hydraulic components are manufactured to ASAE standards. The complete mower and linkage assembly can be removed from the tractor permitting general use of the 3-point utility features of the tractor.

ROSEMAN MOWER
CORP.

Nation-Wide Sales and Service

2300 CHESTNUT • GLENVIEW, ILLINOIS 60025

From operators position all mowers are quickly raised to 8' transport width.

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golf cars

... again proved to be one of the most reliable income-producing areas

Revenues from golf car rentals maintained the healthy growth pattern evidenced by the last six Annual GOLFDOM Marketing and Research Reports. Because this growth is so reliable, golf clubs have invested comfortably in fleet buildup, being assured of profitable returns.

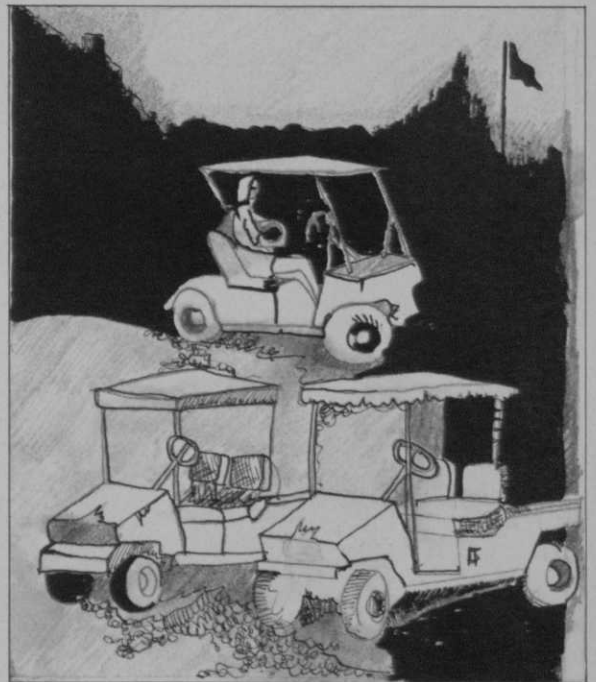
For example, in 1973 the national total revenue from golf car rentals jumped 62.5 per cent over last year's percentage, to almost \$697 million from \$428.7 million, while the average fleet size increased from 33 cars in 1972 to 35 cars in 1973—a 6.1 per cent increase. Considering the investment represented by this fleet growth versus the total income, golf clubs again came out ahead in 1973.

Only semi-private courses noted a slight decrease in average revenue from golf car rentals. The other course types registered hefty increases. Private and public courses in 1973 more than doubled their average takes over 1972; hotel/resort courses almost doubled their average.

With the exception of public courses, all course types increased their fleet sizes in 1973 and without exception predict further increases in 1974. The growth estimate averages 40 cars per fleet. This figure, if past experience holds true, may be slightly exaggerated. The actual average in 1974 is likely to be 37 or 38 golf cars.

Some 90 per cent of the managers in 1973 said their courses operated golf car fleets, as opposed to a little more than 86 per cent in 1972.

Projecting the 1973 percentage to the approximately 9,640 regulation facilities in the country, it may be estimated that 8,676 maintain golf car fleets. An average of 35 cars per fleet brings the total number of golf cars at regulation facilities in the United States to 303,660. On top of the predicted buildup in 1974 of existing fleets, some 35 per cent of the managers



whose courses did not have fleets, reported that their clubs planned to acquire golf cars in the near future.

What was the golf professional's share of the golf car prosperity in 1973? Over-all, about the same percentage of professionals in 1973 (77.7 per cent) participated in golf car revenue as in 1972 (76.2 per cent). There was little change also in the percentage of revenue retained by the professional. The greatest percentage of professionals retain under 25 per cent and the next largest group (21 per cent) take 100 per cent of the golf car revenue. That means, as far as most professionals are concerned, golf car revenue has become an "all or almost nothing at all" proposition. □

GOLF CAR TABLES AND GRAPHS

Gross revenue from car rentals

Average	44
National grand totals	44
Gross revenue retained by professionals	44

Pros participating in car revenue46

Sizes of golf car fleets

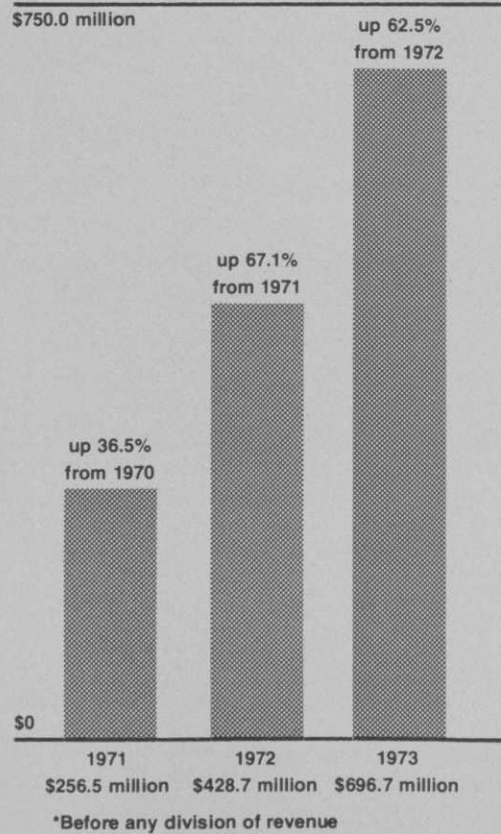
Average	46
Over-all average	46

AVERAGE GROSS REVENUE FROM GOLF CAR RENTALS*

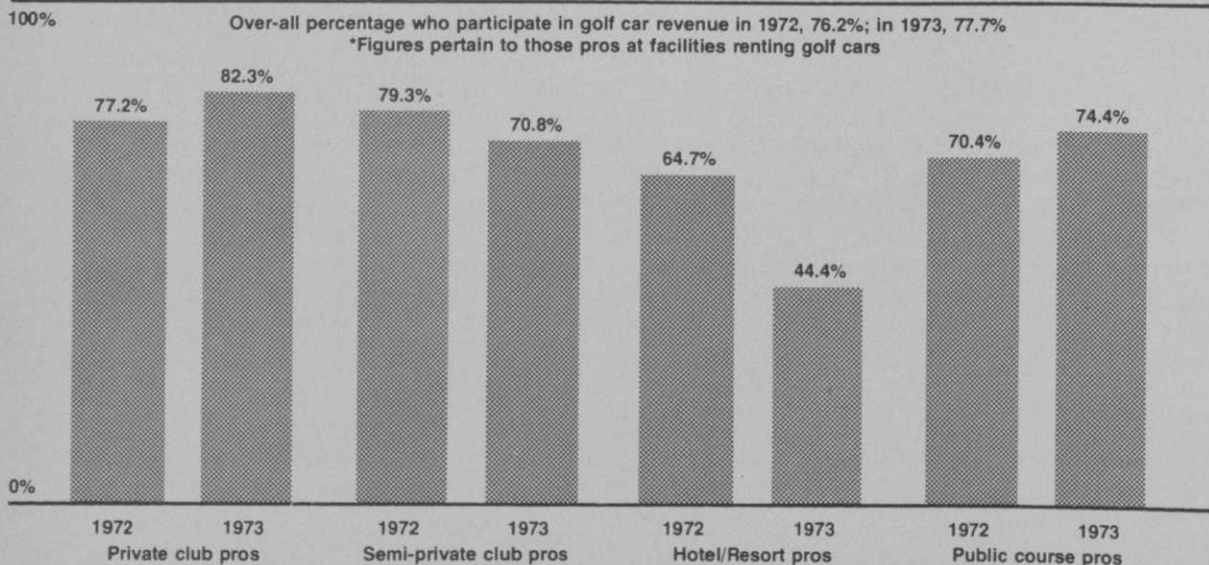
Type of course	Average per facility
Private	
1971	\$ 42,800
1972	\$ 62,800
1973	\$117,200
Semi-private	
1971	\$ 27,800
1972	\$ 56,500
1973	\$ 55,700
Hotel/Resort	
1971	\$ 65,700
1972	\$ 31,400
1973	\$ 61,800
Public	
1971	\$ 9,500
1972	\$ 19,700
1973	\$ 43,300

*Before any division of revenue

GROSS REVENUE FROM GOLF CAR RENTALS NATIONAL GRAND TOTALS*



PERCENTAGE OF PRO RESPONDENTS WHO PARTICIPATE IN GOLF CAR REVENUE*

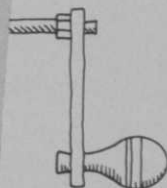


continued on page 46

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WITH THIS
FREE OVEN...
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HOT SANDWICH
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NO WASTE
OR SPOILAGE.
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FREE SELLING AIDS To whet your customers' appetites, Stewart supplies you with a variety of appetite-rousing materials to use right where they'll create the most impulse profits. Banners, signs, menu cards, all are free with the Stewart Hot Sandwich Service. Many of them can be personalized with your name.

Up to 30% Profit on Every Sandwich! It's a risk-free profit, and when you multiply the per-sandwich profit by 36... 72... 144 or more sandwiches per week, you'll be amazed at how these extra-income dollars add up.

And remember, your Stewart representative will analyze your operation and store plan to find the best location for maximum sandwich sales... the right kind of equipment... and he'll install and maintain the equipment free of charge.

More than 100,000 businesses have found that adding Stewart Hot Sandwich Service increases regular business, builds extra traffic, and creates impulse profits. Send for full details in our FREE booklet, today.

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Fontana, Wisconsin 53125

Name _____
Address _____
Business Name _____
City _____ State _____ Zip _____
Phone _____

**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	
	1972	1973	1972	1973	1972	1973	1972	1973	1972	1973
Private	28%	18%	6%	13%	6%	11%	15%	15%	45%	43%
Semi-private	18%	22%	2%	4%	7%	16%	15%	8%	58%	49%
Hotel/Resort	10%	0%	0%	0%	20%	25%	10%	0%	60%	75%
Public	34%	30%	11%	20%	22%	7%	11%	13%	22%	30%
Over-all response	25%	21%	5%	12%	8%	12%	15%	13%	47%	43%

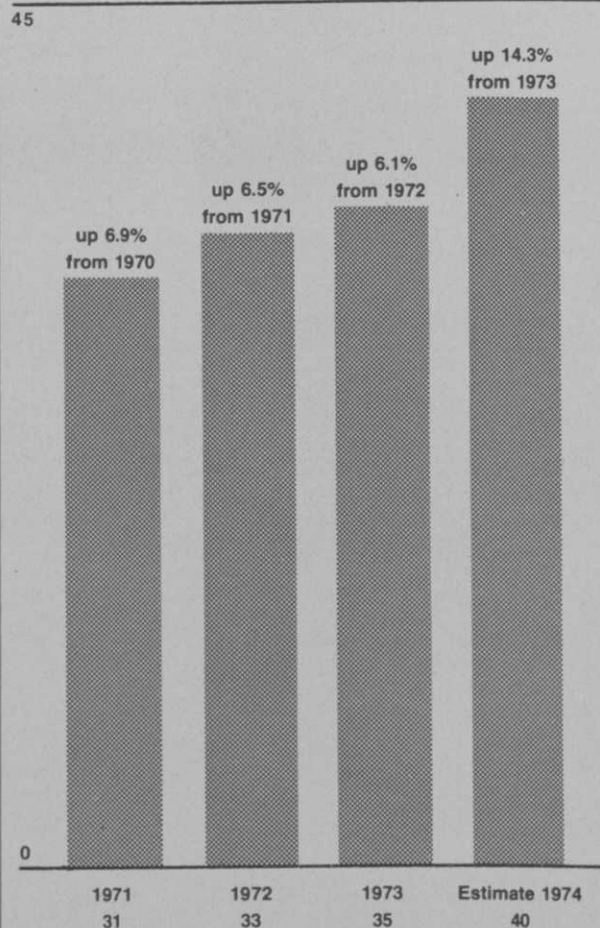
*Figures entered indicate percentage of respondents for each course type

AVERAGE SIZES OF GOLF CAR FLEETS

Type of course	Average per facility*
Private	
1971	33
1972	36
1973	37
Estimate 1974	42
Semi-private	
1971	24
1972	27
1973	30
Estimate 1974	34
Hotel/Resort	
1971	45
1972	36
1973	54
Estimate 1974	59
Public	
1971	20
1972	21
1973	20
Estimate 1974	25

*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**

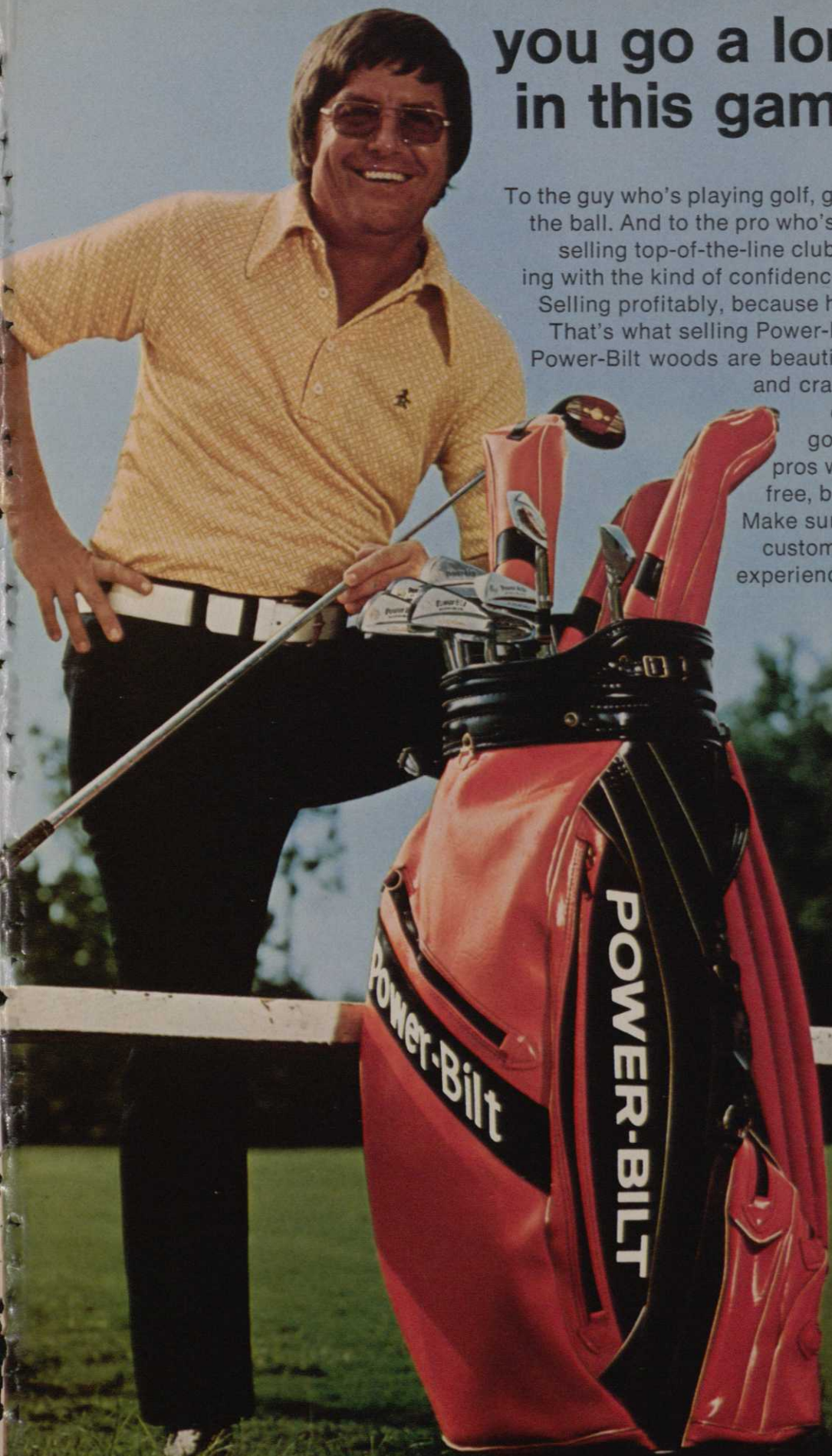


**“We’d like to help
you go a long way
in this game.”**

Frank Beard
Member of the H&B golf advisory staff.

To the guy who’s playing golf, going a long way is crushing the ball. And to the pro who’s selling golf equipment, it’s selling top-of-the-line clubs his customers want. Selling with the kind of confidence quality equipment instills. Selling profitably, because his equipment is in demand.

That’s what selling Power-Bilt® clubs is all about. And Power-Bilt woods are beautiful examples of the design and craftsmanship that have made our name synonymous with good golf. Even some touring pros who could play other woods free, buy ours. That tells you a lot. Make sure you’re ready to help your customers discover the Power-Bilt experience. You’ll both profit from it.



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The
Power-Bilt
experience

Hillerich & Bradsby Co.
The hardest hitting name in sports.
LOUISVILLE, KENTUCKY

1884-1974
90
ANNIVERSARY

AFTER THE ROUND...

the golfer likes to slip into a sport jacket or blazer that has color and style. For golf shops that do a volume slack business, the sport jacket is a natural. One complements the other in building sales. Golf professionals who do not carry sport jackets should take a hard look at this big ticket profit area. And the view is good for '74, with a great selection of imaginative designs that permits the golfer to display his individuality.

by DICK FARLEY FASHION DIRECTOR



Bill's navy leisure jacket (left) is 100% polyester, about \$36 by E.J. MANLEY.
Mac's patch madras jacket (right) of 100% cotton is by CRICKETEER, about \$75.

PHOTOGRAPHS BY JERRY ABRAMOWITZ



Bill (left) wears a yellow and white houndstooth sport jacket of 100% texturized polyester, about \$100 by IZOD. Suzanne is attired in a lemon/orange/white giant plaid blazer of 100% Dacron polyester doubleknit, about \$56 by HAYMAKER. Mac's sport jacket (right) is a red and blue plaid on white ground of 100% texturized polyester, about \$90 from John Weitz by PALM BEACH.

continued

AFTER THE ROUND...

continued

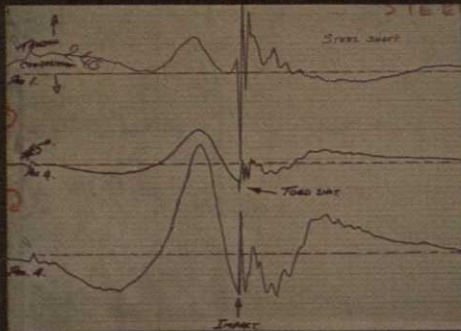
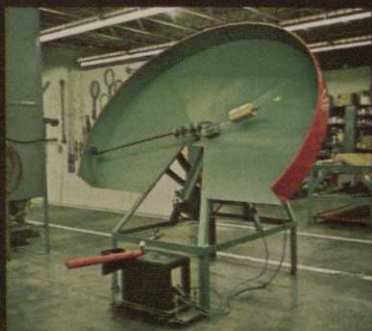


Mac (left) is wearing pink and white pincord safari suit of 65% polyester/35% cotton, about \$90 by BARACUTA. Susanne's white cord blazer with patch pockets is Trevira polyester knit, about \$70 by HADLEY. Bill's claret plaid sport coat (right) is 100% polyester, about \$100 by Bernhard Altmann for SPALDING.

continued on page 46F

5 years of "lessons" went into the Shakespeare shaft.

SHAKESPEARE GRAPHITE. "LESS TORQUE." SQUARER HITS.



SHAKESPEARE "SIGMA"*

CREATORS OF THE ORIGINAL GRAPHITE SHAFT*

*Patent Pending

The graphite club that has the golf world swinging.

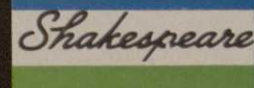
(**Union Carbide's Thornel®)



Way ahead Shakespeare pioneering and Shakespeare testing produced the first graphite shaft—and the only proven and accepted graphite shafted club.

To experience the peak performance of graphite, swing a Shakespeare—play Shakespeare clubs. Sell Shakespeare with confidence.

"SIGMA" WOODS \$85 each
"SIGMA" IRONS \$70 each



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LESSON #2

WE LEARNED HOW TO REDUCE TORQUE

Literally *millions* of computer calculations taught us to wind the 900,000 fibers** correctly. Result—minimum torque, assuring squarer clubhead at and through impact. Greater accuracy!

- #1 *Lighten shaft weight*
- #3 *Maximize stiffness*
- #4 *Design for overall weight
—not swing weight alone*

ONLY SHAKESPEARE BUILDS IN SWING CONTROL. MAKES YOU

HIT STRAIGHTER, LONGER.

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AFTER THE ROUND...

from page 46D

Mac's flag red sport jacket (left) is 100% polyester gabardine, by JANTZEN, about \$70. Susanne's blazer is a tan batik print of 100% cotton, about \$56 by EVAN-PICONE. Bill's California look (right) by VARELA in blue and white is 100% virgin wool, about \$225.



Bill (left) wears a burgundy and gray plaid linen weave sport jacket of 100% texturized polyester, about \$115 by ESQUIRE. Mac (right) has a solid green traditional blazer in 50% polyester-50% cotton, about \$65 by AUSTIN HILL.



FROM · BEN · HOGAN

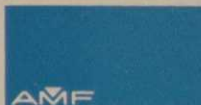


The Director... a professionally designed, superbly balanced instrument.

My new DIRECTOR™ irons are the finest precision instruments I have yet developed. They incorporate the latest engineering techniques, the finest and most suitable materials, and all the years of playing and manufacturing experience that I have amassed.

DIRECTOR irons feel good in your hands. They respond with a solid impact when you strike the ball. They truly help you direct the ball toward the hole.

You will experience a new level of golfing enjoyment when you try them.

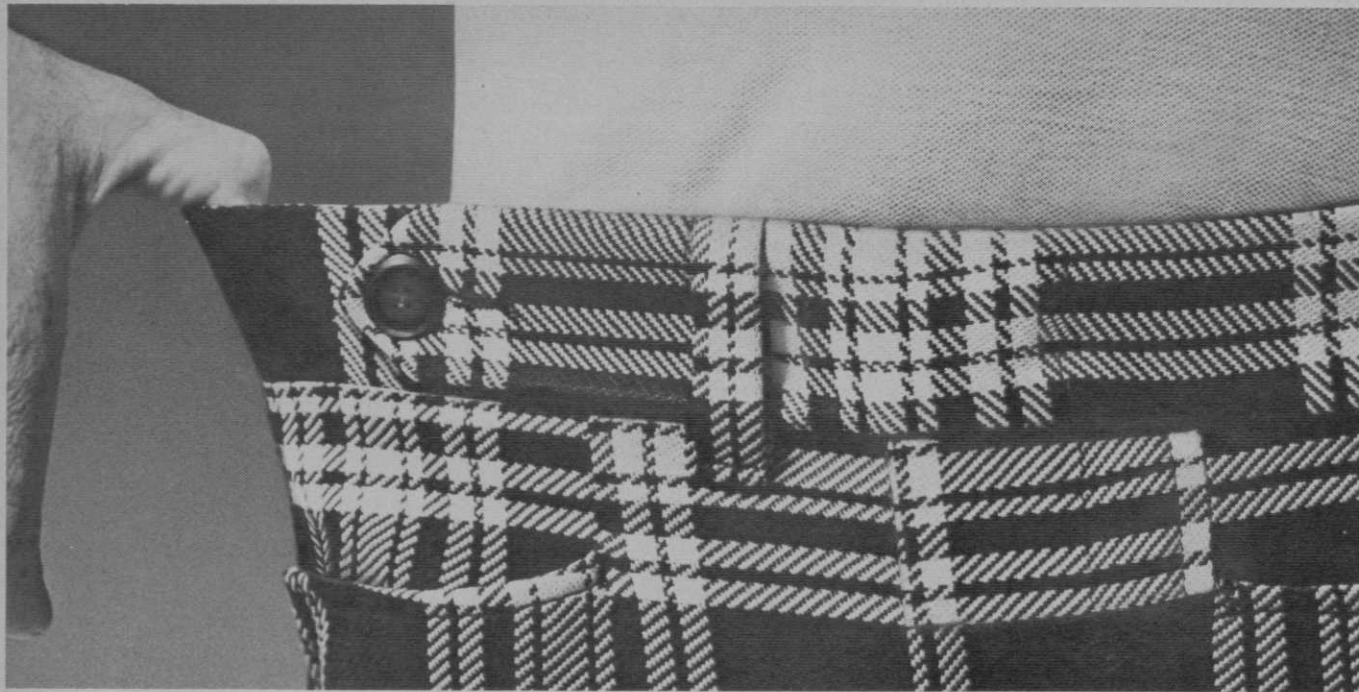


Ben Hogan

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

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Ben Hogan



**When it comes to flexibility and comfort in waistbands,
Lee's in stride with you.**

Lycra® in Lee's exclusive elastic waistband gives you tee-to-green comfort. For a neater look with all the give-and-take a golfer needs for putts, chips, drives, and 19th hole relaxing, it's got to be Lee doubleknits.

For more information about Lee's exciting doubleknit slacks of Dacron® polyester with their elastic waistbands of Lycra, just drop a line to:

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Lee™ A company of **V** Corporation.



Bending waist size 35



Standing waist size 34

Stretching waist size 33



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PATRICK D. WILLIAMS

THE PROFESSIONAL APPROACH

GET READY FOR THE '74 SEASON

I can't think of a better use for February than as a time of preparation for the upcoming golf season, now, more than ever, necessary because of the present inflation and the possibility of a recession.

The most reliable way of getting ready for anything is to plan for it thoroughly. I know we've beaten this subject into the ground, but there is no way to overemphasize the necessity of performing this vital management function. Planning doesn't have to be a tiresome, burdensome task. You can make it simple or complex, as long

as your method is logical. Make sure the plan fits. Make sure to change when change is necessary.

Sort out the more specific functions of the golf shop and concentrate on one function at a time.

Start with fundamentals. What are your plans for the 1974 teaching program? Any new thoughts? Or are you going to "do what you did last year?" You know that your ability to teach golf is the major criterion upon which your professionalism is based. If your teaching skills deteriorate, nothing separates you from the crowd. Think of teaching golf as a product. It is sold like anything else in the shop. People get tired of the same old thing year in

and year out. Do some thinking and revitalize your teaching program, eliminating that arch-villain called "sameness."

Next, look at the general operation of the golf shop. Ask yourself how you can make it click better this year than last. Study all its functions, from taking starting times to selling merchandise. See if there are any holes in the operation and patch them up with solid foundation-type planning.

A million words have been written on planning for your merchandise program. People far more qualified than I have given you countless merchandising tips, ideas and plans. The only comment pertinent to this discussion is

continued on page 76

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shopping
one source for
all your needs**



SHOPPING LIST FOR '74

... for Country Clubs & Golf Shops

BUSINESS FORMS

- Sales Slips (NCR & Continuous Form)
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Order all your supplies direct from our manufacturing plant . . . via mail order. Convenient, economical and fast delivery. We also invite your inquiries on items such as: menus, food and drink checks, membership cards, playing cards, etc.

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SOME OF OUR BEST FRIENDS ARE HOOKERS & PUSHERS

"These are the finest clubs I have ever played with. I get more distance than previously owned clubs but more important, they seem to help my accuracy. If you line yourself with a target, you are either short or too long based on degree of force but you will always be on target. Recommended by Pro; played with; found to be exactly what I had been searching for for years."

—Quentin W. Burkhalter, Greensboro, North Carolina

"I think you have got a winner in these OSS FTD's. The consistency of swingweight was best of any irons I have ever purchased and that has been many sets. Tried a friend's set of OSS FTD's. The results were outstanding — straighter, longer. Also I like the way the off set lets me set up to the ball. Also like the feel of stainless in contacting the ball."

Bob Schreiber, Bellevue, Washington

"So far I am happy with the clubs as they seem to help you keep the ball in play better. Club pro suggested I try them."

W. H. Sorrells, Jacksonville, Florida

"With the OSS head I think it is easier to line up your shot and it goes where you line it up to."

Gerry Zuhlke, Royal Oak, Michigan

"I like a club that feels hefty. These clubs look good and feel good. The grips are the best. The clubs look like they were well made. I have been hitting the ball much straighter since I bought them."

Daniel Santi, Tampa, Florida

"I saw a friend of mine that had a set and I practiced some with his irons and I could hit them farther and with better accuracy. After receiving my set of FTD offset irons my scores dropped from around 74-76 to 70-73. Of course I practiced a little more but my woods (set of old Arnold Palmer aluminum shafts) hit no farther or without any better accuracy than before. The irons made the difference (and confidence). Thank you for your concern in your products and customers."

George C. Snell III, Meter, Georgia

"Clubs hit farther and straighter than old clubs. Offset helps put hands in front of ball."

F. Owen Parks, San Saba, Texas

"I have played 36 holes with my new clubs and already my scores are coming down by as much as 10 strokes (mid to low 80's). I find that the club head really moves through the ball and I am getting more distance than before using the same numbered iron. They were the best feeling clubs of the three to four sets I tried out on the practice tee. They gave me more confidence with my shots, especially on the tee."

John L. Thornburgh, Ft. Pierce, Florida

"I enjoy using these clubs and I can hit the ball better with them than any set of clubs I have used in the past, also scoring better. I believe they are different and better than any clubs I have seen in any golf shop around here."

I. C. Schorr, Bluefield, West Virginia

"Excellent handling characteristics. I am able to hit more consistently straight shots."

John Ricciardi, Riverside, Illinois

"These are the finest clubs I have ever hit."

Dick Grosfield, Detroit, Michigan

"Like the way they set up at address."

Bill Horne, Winchester, Massachusetts

"This is the only club I have picked up and said, 'it's fantastic.' It's made just for me. Gentlemen, congratulations on a work of art. Truly a master design club. Tremendous balance. The look, the feel and the swing seems as though you just can't

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miss a shot. Thank you."

George P. Theel, Kent, Washington

"Needed something to correct chronic slice. The offsets did the trick. The irons have added about 25 or more yards per club. Great set of clubs. P.S.: My handicap has dropped from 15 in April to 9 at present!"

John W. Harris, Burley, Idaho

"I have only been using your product for a short while and have dropped several strokes off my game. I don't know if it's the clubs but things seem a little simpler now. Thanks."

Merrill Warner, Sumter, South Carolina

"I immediately went to the practice range with the new clubs. The most striking difference from my old clubs was that I got 10 to 20 yards more distance over my old weapons of the same club number when the swing was right. For any sport I want the best equipment. I looked at just about every make of top grade irons and picked FTD because of offset heads and stainless steel."

James O. Covington, New Smyrna Beach, Florida

"Great clubs because my long iron slice seems to have disappeared."

Fred H. Lindstrom, Bradenton, Florida

"Great set of clubs. Best on the market."

Phil Losito, Auburn, New York

"I am a 12 handicapper. My first round with new clubs I scored an 82, second round an 80. Really am pleased with the set. Certain I will break below 80 before long. Tried several and found that First Flight worked the best for me. The irons are especially to my liking. They really have helped my short game."

P.S.: Since my original note above, I've had a 78-79-76 at my course."

Elmer Bertossa, Bettendorf, Iowa

"I tried a friend's offset irons and found that I could control my shots more easily with more weight in the clubhead. The clubs just feel so much better and I really like the offset blade. The way I see it, this has to be the No. 1 iron of the game of golf."

Milton E. Hild, Mercedes, Texas

"Truly one of the most beautiful and functional irons ever designed. I adapted to them almost immediately and I am getting approximately 10 to 15 yards more distance with each iron except the 2. First Flight has always made top woods. Now with the OSS, a full set was desirable. I don't think another club maker could do any better."

Vince Mahar, Huntington Beach, California

"I liked the off set heads for two reasons — one they make it easier to line your shot up; two, the off set puts a lot more action on the ball, which makes it stop faster."

Jimmie Taylor, Jr., Ft. Smith, Arkansas

"I have never played with a finer set of golf clubs than First Flight. I will never use anything but. They are simply fabulous. My game has improved tremendously. I have heard so much about them, I had to try them. Not only did I try them, I was so convinced I bought them!!!!"

Michael Mauro, Middlesex, New Jersey

Our OFFSET STAINLESS STEEL (O.S.S.) FTD irons are designed to help attack the two great demoralizers in golf; 1) not lining up the shot properly, and 2) not generating enough club-head speed.

ACCURACY

The offset of the leading edge of the O.S.S. iron not only makes alignment truer by allowing the shaft line to be nearer the ball at the start of the swing, but it also delays impact for a fraction of a second permitting the club face to square itself at point of impact.

DISTANCE

The "no-hosel" FTD (Pro Golf started the trend in 1969) simply means more weight behind the ball, and less weight in the shaft. This helps to generate more club-head speed for greater distance. We don't intend to make four-color wild claims about our golf equipment. The swing is the most important ingredient, and we're not manufacturing swings — you are. But our O.S.S. FTD irons might make the swing he's got a better one. We leave the wild claims to our friends.



The O.S.S. FTD by First Flight (offset design, cast stainless steel).

Arnold Palmer | First Flight
duckster | HOTZE
WE'RE DIFFERENT

PROFESSIONAL
GOLF COMPANY

professionals

... hyped pro shop sales by merchandising new club designs

Pro shop sales recovered from the sluggishness caused by uncooperative weather conditions at the start of the 1973 season, rallying sufficiently to score a 6.5 per cent increase over 1972. The long period of ideal fall weather throughout most of the country saved the season for professionals. Sales totaled \$290.5 million, the highest level since GOLFDOM began surveying the industry six years ago.

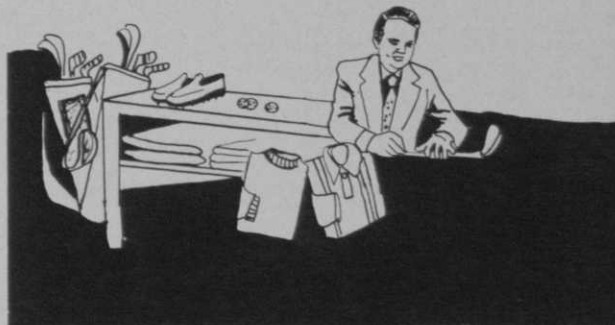
However, it should be noted that a portion of the increase in retail dollar volume reflects the higher prices professionals paid for much of their merchandise in 1973.

As was forecast last year, the "equipment revolution," with all its new ideas and innovations, brought renewed consumer interest that showed up in tallies of 1973 pro shop sales. Sales of irons jumped to \$48.5 million for a 25.3 per cent gain over 1972, and sales of woods increased 17 per cent to \$31 million. In the other club categories, sales of utility clubs had a hefty 31 per cent gain and putters followed the 1973 pattern with a 23.4 per cent increase. Nationally, there was a 22.4 per cent increase in sales of all four club categories combined, establishing a new high of more than \$89 million.

The significant increase in sales of irons was predictable. As reported last year, clubs with investment cast heads accounted for 26.5 per cent of iron sales in 1972—and this was with relatively few on the market at that time. In 1973, with the majority of the manufacturers offering investment cast heads, these clubs took almost 44 per cent of the total iron sales.

Of course, the innovation that everyone will be watching in 1974 is graphite. There was only a smattering of these clubs on the market in 1973. These accounted for only 1.7 per cent of the total club sales. But with new graphite offerings and greater production slated, 1974 will be the year that determines graphite's place in the market.

Among individual merchandise categories, golf balls continued to lead the pack, accounting for more



than 21 per cent of the total pro shop dollar volume, with \$61.4 million in sales.

In the soft goods area, men's wear moved far better than women's, bearing out reports from professionals last summer of a sluggish women's market. Sales of men's apparel increased a little more than 16 per cent to \$34.5 million. Whereas, on the distaff side, sales went up nationally only 1 per cent to \$29.4 million, and very likely this modest gain was negated by the higher wholesale prices for many apparel items.

Professionals made a significant gain on the teaching side of their business—more than a 52 per cent increase to \$18.1 million. The extended season that many professionals got from the mild fall weather may have accounted for some of this. But another portion of the gain probably should be credited to the drastic changes many professionals have made in their teaching programs. Basically, the emphasis has been on how to give a more valuable lesson in a shorter period of time. In addition, many professionals have been trying to take the monotony out of a lesson and make it a more exhilarating experience for the student. It is apparent that this re-thinking is paying off.

There was some upward mobility in net income noted in 1974. Modest gains were made in the net income ranges between \$12,501 and \$25,000. (See page 63 for statistics on pro income from tennis merchandise and page 44 for information on pro income from golf car rentals.) □

PROFESSIONALS' TABLES AND GRAPHS

Professionals' net income

Each course type	50
All course types	50

Gross pro shop sales

Averages and national totals	52, 53
National grand totals	57

Income from golf lessons

Average and national totals	58
National grand totals	58

Golf club sales by clubhead types

Over-all response	58
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Percentage of sales of graphite shafted clubs

Income from club cleaning and storage	
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Average and national totals	59
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National grand totals	59
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Income from driving ranges

Average and national totals	59
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National grand totals	59
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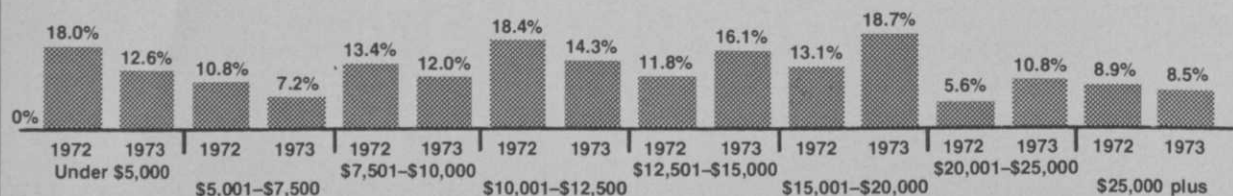
ESTIMATE OF NET PRO INCOME* (per cent of response in each course type)

Income ranges	Private		Semi-private		Hotel/Resort		Public	
	1972	1973	1972	1973	1972	1973	1972	1973
Under \$5,000	17.1%	9.3%	26.4%	17.8%	5.9%	9.1%	11.4%	18.9%
\$5,001-\$7,500	6.1%	6.3%	16.7%	12.3%	41.1%	9.1%	8.6%	1.9%
\$7,501-\$10,000	11.0%	10.7%	18.0%	9.6%	0%	18.2%	22.8%	18.9%
\$10,001-\$12,500	22.7%	13.7%	5.6%	12.3%	11.8%	18.2%	25.7%	18.9%
\$12,501-\$15,000	12.7%	17.6%	11.1%	15.0%	0%	0%	14.3%	15.1%
\$15,001-\$20,000	14.4%	20.9%	11.1%	19.2%	11.8%	9.1%	11.4%	11.3%
\$20,001-\$25,000	6.6%	12.2%	4.2%	6.9%	5.9%	27.2%	2.9%	7.5%
\$25,000 plus	9.4%	9.3%	6.9%	6.9%	23.5%	9.1%	2.9%	7.5%

*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 more than 8,500 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 pro shops.

For the survey, GOLFDOM has defined semi-private as a privately-owned, 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 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 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 agree with national grand totals as these are the sums of unrounded figures.

continued on page 52