

**PAR
AIDE**

Wherever golf is played...

**CLEAN SPIKES
BEFORE ENTERING**



Remember!
R REPAIR DIVOTS
EPLACE TURF
AKE TRAP
THANK YOU

**O
V
B**



**CLEAN SPIKES
BEFORE ENTERING**



**NEXT
-TEE-**

**UNDER
REPAIR**

**PARK
CARTS**

CARTS

NO. 12
PAR 5
HDCP 2
RED 460
WHITE 420

Since 1955, Par Aide's products have been serving the needs of golf course superintendents throughout the United States and abroad. Because these products have been functionally designed and are built to stand up under rugged use, it is just natural to find Par Aide equipment "wherever golf is played."

**PAR
AIDE**

FOR COMPLETE LINE OF PAR AIDE GREENS
AND TEES EQUIPMENT—WRITE FOR CATALOG

PAR AIDE PRODUCTS COMPANY

296 NORTH PASCAL STREET • ST. PAUL, MINN. 55104

Circle No. 139 on Reader Service Card

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						
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
1973	\$5,400	\$19.1 million	\$3,400	\$12.0 million	\$650	\$2.3 million
Semi-private						
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
1973	\$6,300	\$17.3 million	\$4,300	\$11.8 million	\$690	\$1.9 million
Hotel/Resort						
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
1973	\$1,900	\$818,100	\$1,400	\$589,500	\$440	\$185,700
Public						
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
1973	\$6,400	\$11.4 million	\$3,700	\$6.6 million	\$780	\$1.4 million
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						
1971	\$2,100	\$7.5 million	\$4,500	\$15.6 million	\$4,000	\$14.0 million
1972	\$2,700	\$9.4 million	\$5,300	\$18.6 million	\$4,700	\$16.6 million
1973	\$2,500	\$9.1 million	\$5,800	\$20.5 million	\$4,900	\$17.6 million
Semi-private						
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
1973	\$3,200	\$8.9 million	\$3,500	\$9.5 million	\$2,900	\$7.9 million
Hotel/Resort						
1971	\$1,400	\$560,500	\$7,300	\$3.0 million	\$8,100	\$3.3 million
1972	\$3,600	\$1.5 million	\$5,000	\$2.1 million	\$6,800	\$2.8 million
1973	\$2,900	\$1.2 million	\$5,600	\$2.4 million	\$5,000	\$2.1 million
Public						
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
1973	\$2,000	\$3.6 million	\$1,200	\$2.1 million	\$1,000	\$1.8 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
\$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
\$440	\$1.6 million	\$1,800	\$6.6 million	\$350	\$1.2 million	\$7,300	\$26.0 million
\$400	\$1.0 million	\$1,200	\$3.0 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
\$510	\$1.4 million	\$1,500	\$4.0 million	\$360	\$994,000	\$6,000	\$16.6 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
\$160	\$69,700	\$840	\$356,200	\$460	\$194,700	\$10,800	\$4.6 million
\$360	\$620,400	\$1,200	\$2.0 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
\$430	\$768,100	\$1,500	\$2.6 million	\$370	\$663,500	\$8,000	\$14.2 million
Golf gloves		Novelties & Gadgets		Other			
Average per facility	National totals	Average per facility	National totals	Average per facility	National totals		
\$1,600	\$5.7 million	\$570	\$2.0 million	\$3,500	\$12.3 million		
\$1,900	\$6.8 million	\$670	\$2.4 million	\$3,200	\$11.4 million		
\$2,400	\$8.5 million	\$460	\$1.6 million	\$1,800	\$6.5 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		
\$2,000	\$5.4 million	\$380	\$1.0 million	\$1,300	\$3.5 million		
\$1,400	\$581,400	\$380	\$155,800	\$610	\$250,500		
\$2,400	\$1.0 million	\$300	\$125,400	\$13,100	\$5.5 million		
\$1,600	\$694,000	\$350	\$148,800	\$2,900	\$1.2 million		
\$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		
\$2,000	\$3.6 million	\$400	\$704,300	\$2,100	\$3.7 million		

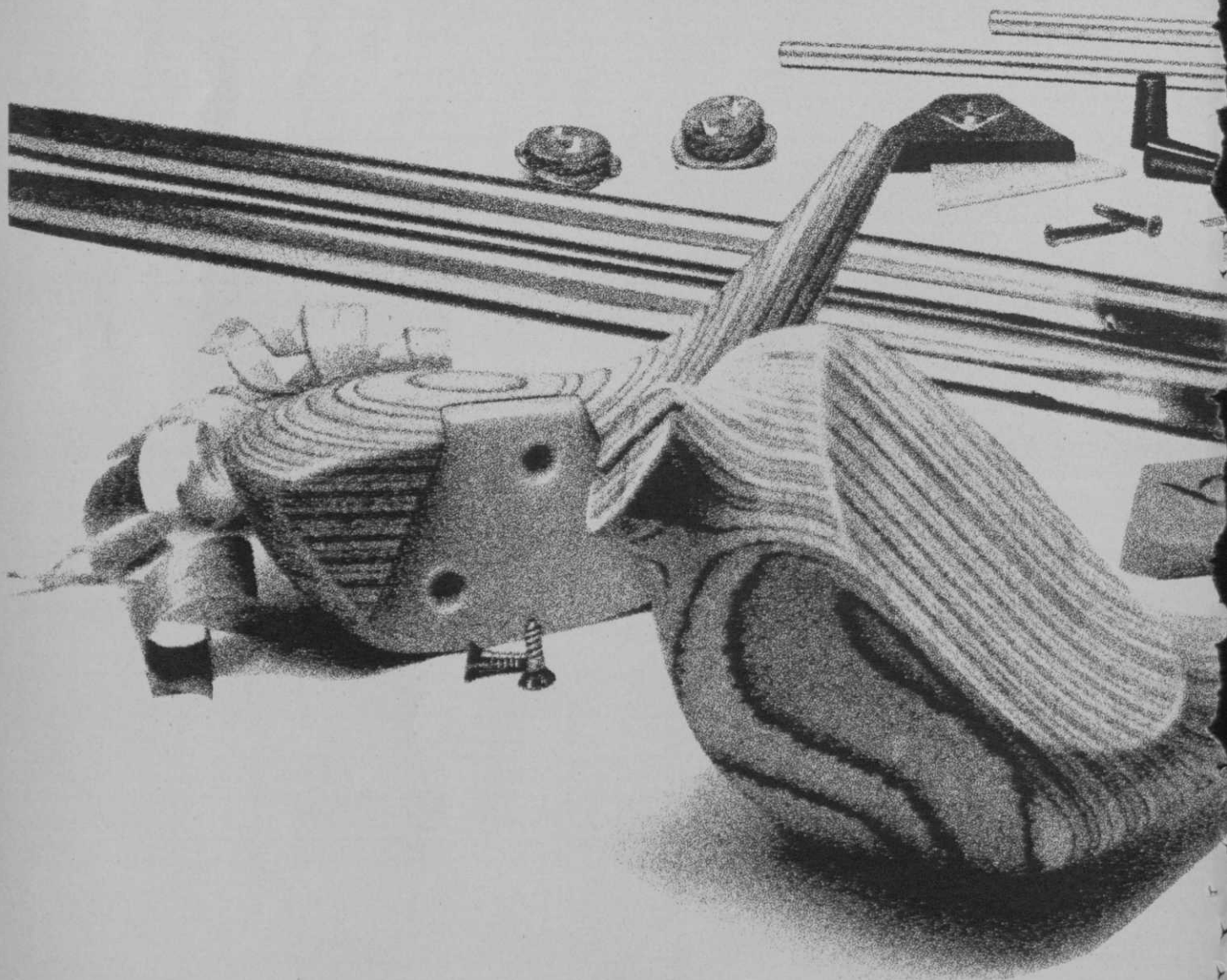
continued on page 57

If every golf swing were the same,
we'd make one set of clubs.

But every swing is different.

That's why Dunlop makes different clubs.

And tells every golfer to see his golf pro
to find out which set is best for his game.



Only a golf pro, analyzing a golfer's swing, can tell what kind of clubs are really best for that golfer.

That's why we make several different sets of Dunlop golf clubs. Maxfli.* Maxpower.* Our new "7000"* investment-cast clubs. Bob Charles Lefties. And our Ladies' and Men's Signature sets.

Each incorporates the latest innovations in clubhead weighting systems. Each offers

broad shaft selection. And each has its own exclusive features.

Odds are, one of the specification combinations available in our stock sets will suit your golfer. And if you need something really special, our custom club department takes over. With delivery schedules that make sense.

Either way, you'll supply the clubs that are best for your golfer's game.

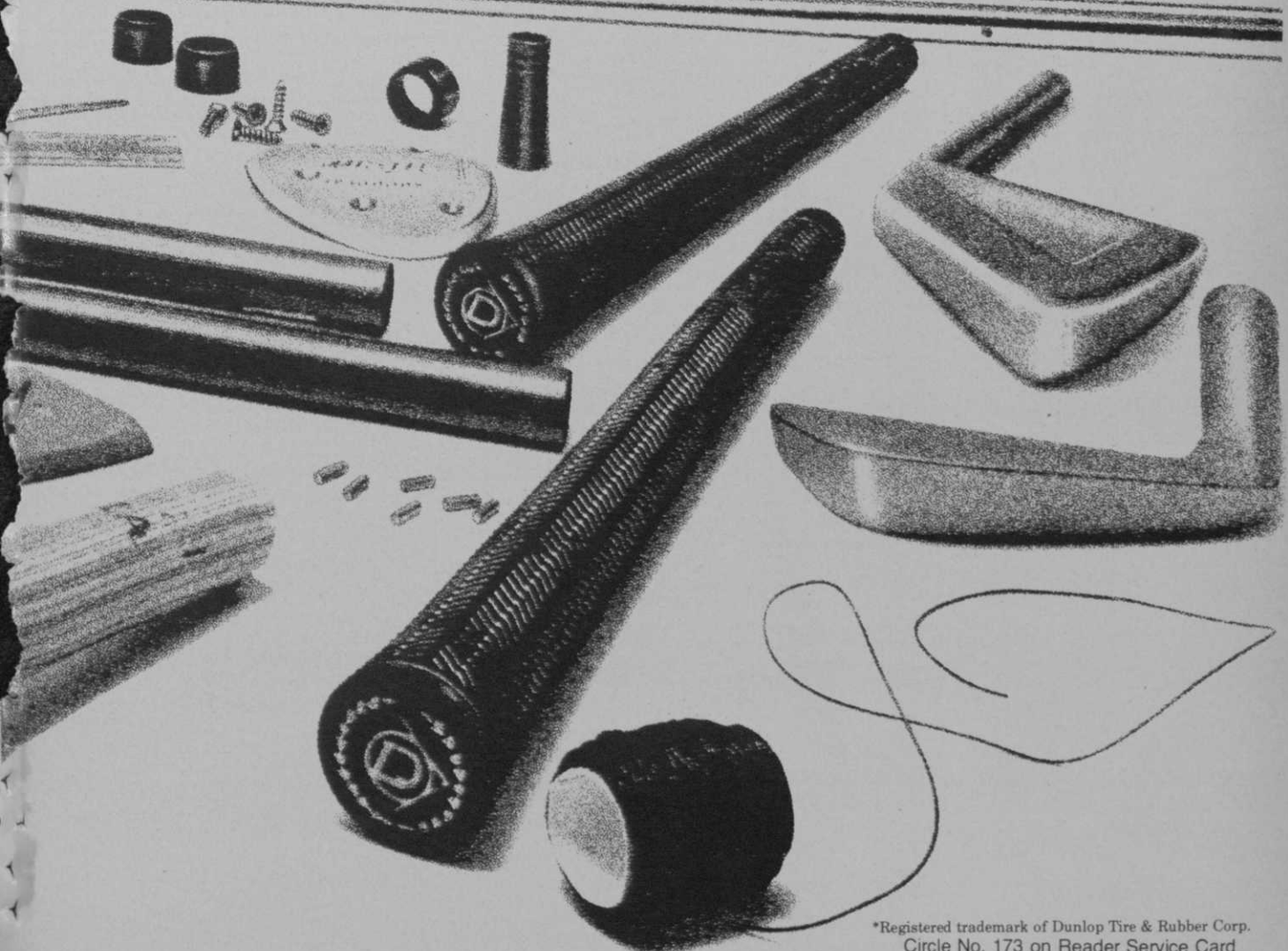
That way everybody profits.

- "7000" Investment-Cast
 - Maxfli
 - Maxpower
 - Gary Player
 - Bert Yancey
 - Bob Charles left-handed
 - Susie Maxwell
 - Gundy
 - Custom
- Golf Clubs by

 **DUNLOP**

Buffalo, N.Y./Toronto, Ont.

Sold through Golf Professionals



*Registered trademark of Dunlop Tire & Rubber Corp.
Circle No. 173 on Reader Service Card

We'd like you to know about Graftek™ golf shafts:

For the past two and a half years, the scientists and engineers of the Composite Materials Division of Exxon Enterprises, Inc. have been researching, designing and developing new products fabricated from graphite composites. Soon, leading sporting goods manufacturers proudly will announce new products based on **Graftek™**, a new Graphite Composite Material by Exxon. We too are proud to announce a new **Graftek™** golf club shaft with Graphite Composite Materials by Exxon is now available.

What does a Graftek™ golf club shaft mean?

To the scientist/engineer:

Radial torque recovery at impact.

Decreased moment of inertia.

Lower center of gravity.

Parabolic flex curve.

Flex and twist harmony.

Shaft fatigue resistance.

Dynamic performance properties.

To the golfer:

Square clubface for down-the-middle hits.

Accelerated clubhead speed for more carry on drives.

Lighter shaft for more energy at impact.

Stepless shaft for more power.

Consistent clubhead control.

Uniform and durable performance.

See your pro and swing one.

Available in standard flexes: L, A, R, S, X and in a unique XX.

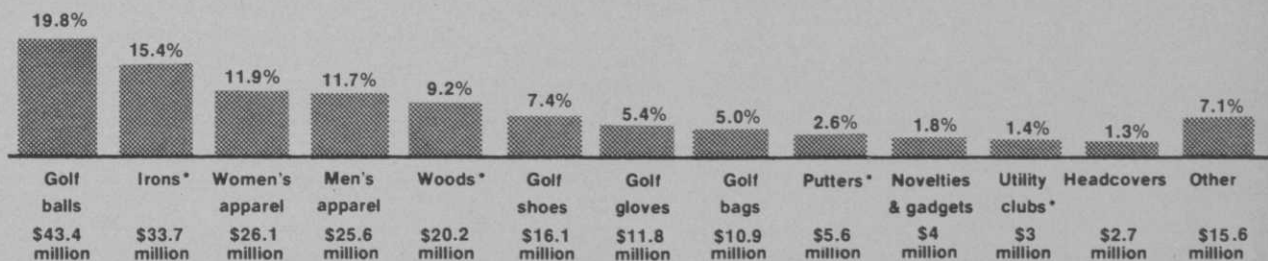
For orders or more information, contact Joel Fuerst, Exxon Enterprises, 242A St. Nicholas Ave., South Plainfield, New Jersey 07080. Area Code 201-753-5570.

GRAFTEK™
GRAPHITE COMPOSITE
MATERIALS BY EXXON

Circle No. 167 on Reader Service Card

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)

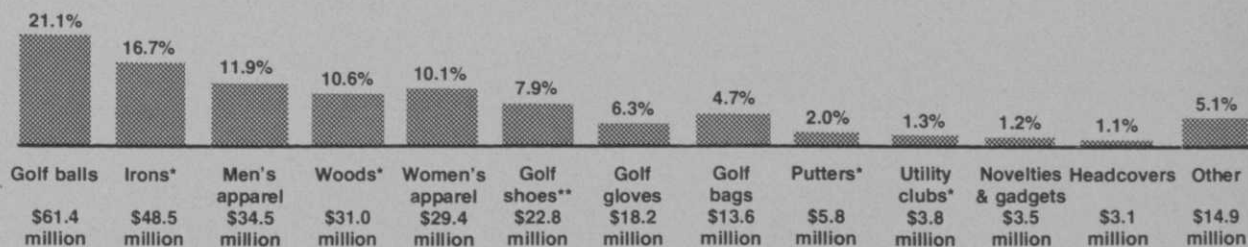


*Sales of the four golf club categories combined totaled \$72.8 million and constituted 26.7% of total pro shop sales.

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

GROSS PRO SHOP SALES 1973 NATIONAL GRAND TOTALS

100% = \$290.5 million (up 6.5% from 1972)

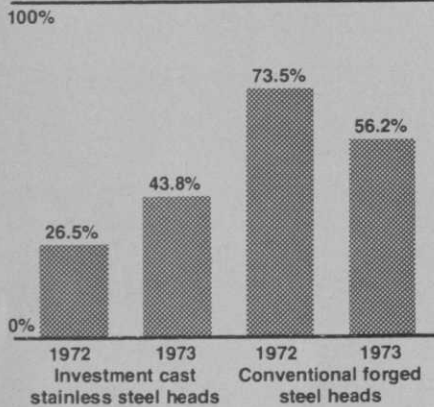


*Sales of the four golf club categories totaled \$89.1 million and constituted 30.7% of total pro shop sales.

**Men's shoe sales totaled \$16.4 million and women's totaled \$6.4 million.

continued

NATIONAL CLUB SALES BY TYPES OF CLUBHEADS



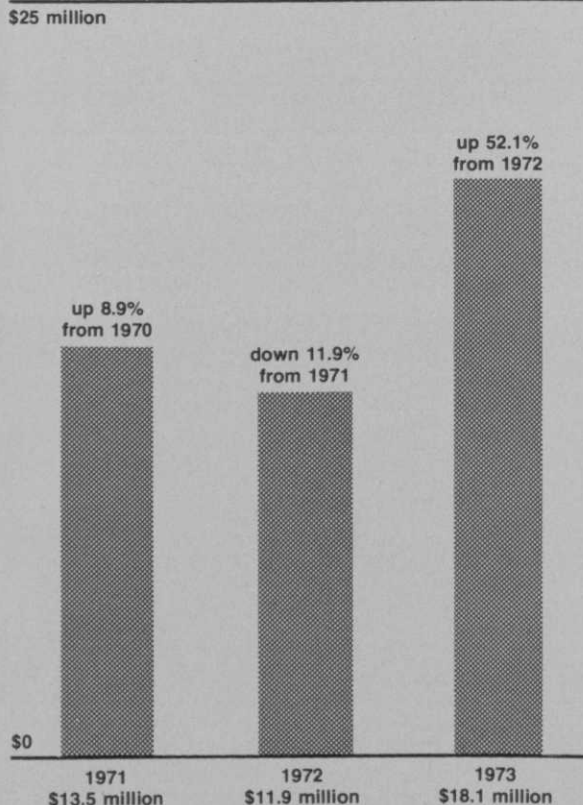
GOLF CLUB SALES BY TYPES OF CLUBHEADS

Type of course	Investment cast stainless steel		Conventional forged steel	
	1972	1973	1972	1973
Private	29.7%	48.0%	70.3%	52.0%
Semi-private	22.2%	42.5%	77.8%	57.5%
Hotel/Resort	23.2%	30.5%	76.8%	69.5%
Public	19.0%	29.8%	81.0%	70.2%

PRO INCOME FROM GOLF LESSONS

Type of course	Average per facility	National totals
Private		
1971	\$2,000	\$7.1 million
1972	\$1,700	\$6.1 million
1973	\$1,800	\$6.2 million
Semi-private		
1971	\$1,400	\$3.6 million
1972	\$1,000	\$2.7 million
1973	\$2,000	\$5.7 million
Hotel/Resort		
1971	\$1,200	\$447,700
1972	\$1,300	\$562,600
1973	\$1,300	\$550,400
Public		
1971	\$1,300	\$2.3 million
1972	\$1,400	\$2.5 million
1973	\$3,200	\$5.6 million

PRO INCOME FROM GOLF LESSONS NATIONAL GRAND TOTALS



continued on page 59

**PERCENTAGES OF CLUB SALES
GRAPHITE SHAFTED**

Type of course

Private	2.3%
Semi-private	.7%
Hotel/Resort	1.5%
Public	.9%
Over-all	1.7%

PRO INCOME FROM DRIVING RANGES*

Type of course	Average per facility		National Totals	
	1972	1973	1972	1973
Private	\$2,500	\$2,600	\$ 6.7 million	\$ 6.4 million
Semi-private	\$2,300	\$4,100	\$ 4.4 million	\$ 4.8 million
Hotel/Resort	\$3,900	\$5,600	\$ 1.1 million	\$ 1.6 million
Public	\$1,900	\$4,300	\$ 2.1 million	\$ 2.5 million
National Grand Totals			\$14.4 million	\$15.3 million

*Figures represent the total number of such courses factored by the percentage that have driving ranges.

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

Type of course	Average per facility		National totals	
	1972	1973	1972	1973
Private	\$4,700	\$4,500	\$16.6 million	\$16.1 million
Semi-private	\$1,300	\$1,900	\$ 3.5 million	\$ 5.3 million
Hotel/Resort	\$1,200	\$ 410	\$515,400	\$174,300
Public	\$1,400	\$ 890	\$ 2.5 million	\$ 1.6 million
National Grand Totals			\$23.1 million	\$23.2 million



invite you,
MR. PRO
to be our guest
for a full week's
Golf Vacation.

Bring 15 Golfers and your GOLF PACKAGE WILL BE COMPLIMENTARY.

Choose from 18 Championship Courses including The Dunes and Arnold Palmer's Myrtle Beach National.

Make your plans now in order to obtain the desired tee times and courses.

For further information

CALL TOLL FREE

800-845-0621

(in S. C. 803-448-7191)

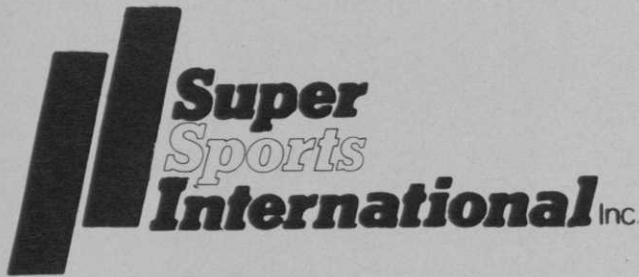
The Breakers Golf & Beach Lodge
P.O. Box 485GL

Ocean Front at 21st Ave. N.

Myrtle Beach, S.C. 29577

Circle No. 145 on Reader Service Card

Announcing the...



\$50,000 Club Pro Tournament



GB-174

ONE CHERRY HILL, CHERRY HILL, N. J. 08034

Name: _____

(PLEASE PRINT)

Golf Club: _____

Address: _____

Home Address: _____ Telephone: _____

Telephone: _____

Circle No. 172 on Reader Service Card