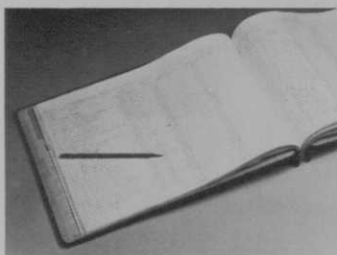


There are **two ways** Browning Bag Boys can help you break par with your profits. The **first** is with a Bag Boy rental program. Golfers know Bag Boy from our advertising in national golf magazines, and it's the cart they expect to rent at quality pro shops. And why not. The Bag Boy Rental Cart is crafted from tough steel with a special rust-resistant urethane finish that is bolted together instead of riveted to make maintenance a snap. And at just \$26.00, they'll pay for themselves in no time at all. And that means nothing but additional profit for you.

The **second** profit maker comes when your customers would rather have a Bag Boy of their own. Whether they choose a Bag Boy Master, Automatic, Manual Fold, Clubster II or Play Day, your customers



know a Browning Bag Boy is the best way going to ease through a round of golf. All five carts feature sturdy rust-free, aluminum frames, a wide-track stance for sure-footed maneuverability, an easy-grip shepherd's crook handle that makes pulling a pleasure, and the dependability that makes them a Bag Boy.

Additional par breakers from Browning Bag Boy include our 90 day dating program, prepaid freight on orders of 12 or more carts, and a discount program that could net you an additional 5%.

If this sounds like your kind of deal, drop a note to the Bag Boy Sales Dept., Browning, Route 1, Morgan, Utah 84050 or call (801) 876-2711. **BROWNING**

# Don't settle for par with your profits!



 **BROWNING**  
**Bag Boy**

**You Can Have This Aerating Pattern With  
The Most Expeditious Method Available**

### **THREE INCH PENETRATION**

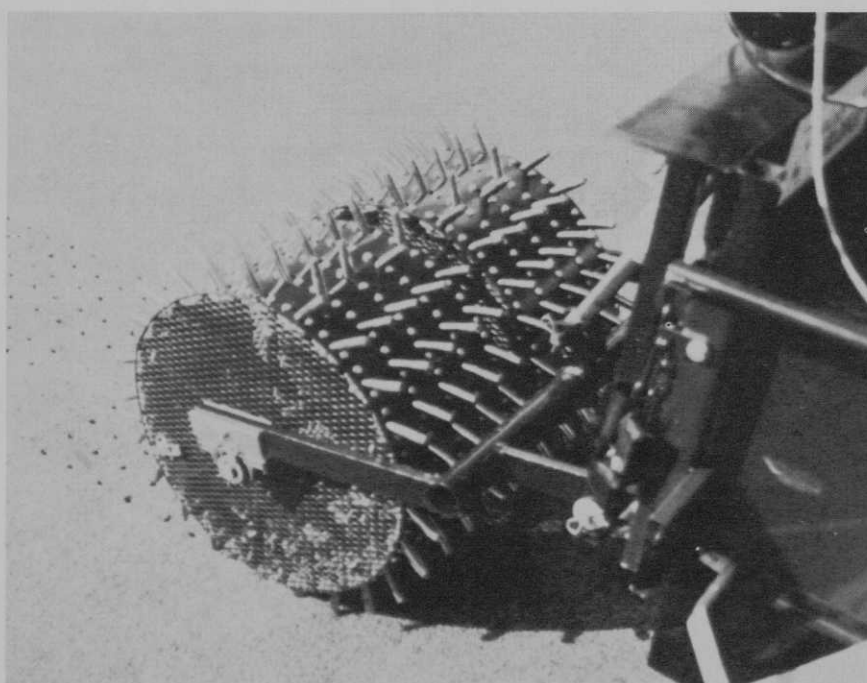
with either 3/8" pointed tine or 3/4" regular tine, with a 1/2" regular tine also available.

Dedoes TCA-551 with 240 tines on spacing close to

**2" CENTERS**

Improved TCA-551 has two drums welded in the middle and only one door to open to dump the cores.

Tines enter straight in turf and come out straight. Leaves your green in playable condition. Aerate a 5000 square foot green in less than 15 minutes. Cores are collected in the drum. No costly clean-up.



The hydraulic principle utilizes the weight of the vehicle for down-pressure giving you needed hole depth.

Designed and ruggedly built to cut maintenance costs.

## *Dedoes* the Aerating Pro

QUICKLY MOUNTS to any all-purpose vehicle you may already have.  
BACKWARDS OR FORWARDS you have complete mobility. No special attachments necessary.

***Before Deciding on an Aerator, See a Dedoes in Operation.***

### **WE HAVE A DISTRIBUTOR IN YOUR AREA.**

Our economy model TCA-450 costs 20% less than the regular models — has 120 tines on 2 drums.

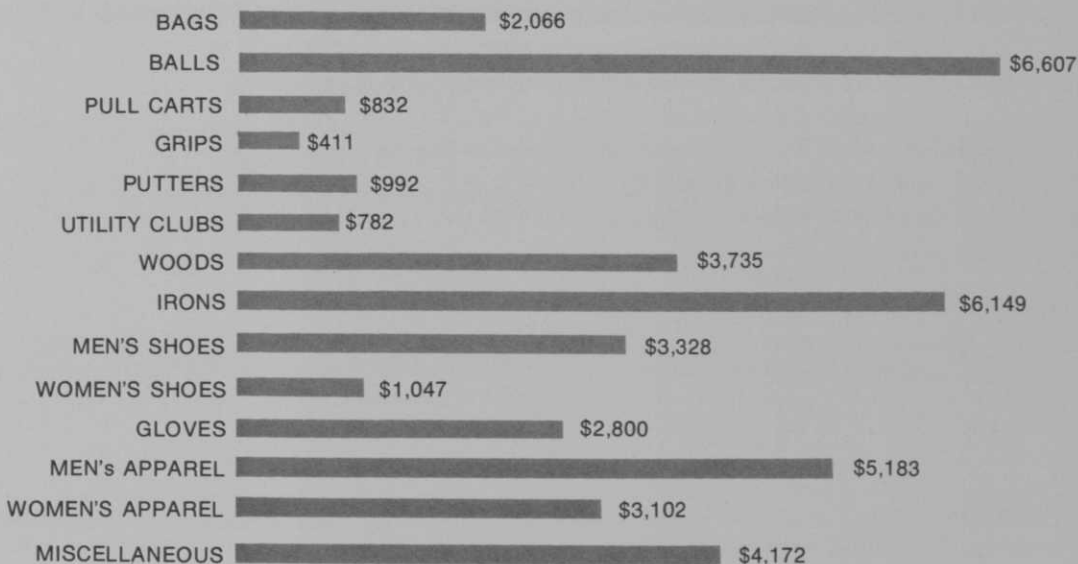
Fairway Models also available with the same advantages — and they can pick up the plugs.

Manufactured by

*Dedoes Industries, Inc.*

1060 W. West Maple Road, Walled Lake, Michigan 48088  
(313) 624-7710

**Gross sales in pro shops (average per facility in 1977)**



playing their own course, and this is made up by dues and initiation fees.

Municipal golf operations reported the highest rounds-per-facility average (43,036), but they were played at the lowest rate (\$3.04 for 9 holes, \$4.74 for 18.) Average revenue was above the national average, however: \$95,288 per facility.

Daily fee course owners are in the golf business to make money, so it's appropriate that they averaged the highest revenue from greens fees (\$99,030 per facility) in 1977. Their courses averaged 30,736 rounds for the year, at greens fees of \$3.12 and \$5.47. Obviously, those daily fee owners participating in the 1978 GOLF BUSINESS survey are trying hard to be competitive with the prices of municipal operations. Even so, 60 percent of them said they had had to raise their greens fees last year.

**Golf cars**

After greens fees, perhaps the most profitable revenue source for most golf courses today is the golf car rental concession. About 88 percent of the facilities surveyed this year rent golf cars — which is 5 percent more than last year. Of that number, 71 percent

own their own golf cars, 24 percent lease them, and 5 percent do both.

About 25 percent of the respondents have gasoline-powered golf cars, while 48 percent have electric cars and 14 percent have some of each. The average course responding to our survey has a fleet of 31 cars which are, on the average, 3½ years old.

Gross receipts from golf car rentals in 1977 averaged \$38,378 per responding facility. The golf professional operates the golf car concession at 42 percent of the responding facilities, the owner at 39 percent, the general manager at 11 percent, and the club manager at 7 percent. About 1 percent of the respondents reported that the "club" or "golf car committee" operated their golf car concession.

**Pro shop operations**

Almost all — 97 percent — of the facilities responding to the 1978 GOLF BUSINESS survey have a golf pro shop. These respondents reported gross sales for 1977 averaging \$50,969 per facility. The single biggest money-maker in the pro shops was one of the smallest of items — golf

balls. The pro shops surveyed sold an average \$6,607 worth of golf balls each in 1977. (Someday we may do a survey to determine the relationship between the number of water hazards on the course and the number of golf balls sold in the pro shop, but that data isn't available at this time.)

It's natural to try to make a comparison between sales of hardgoods and softgoods in the pro shop, since that is an issue of great importance to many pros today. Combining the average sales per facility for woods, irons, putters, and utility clubs, we produce a gross average sales figure for hardgoods of \$11,658 per facility. The combined figure for men's and women's apparel is \$8,285, but adding in men's and women's golf shoes brings the total to \$12,660. If you want to include golf gloves, the grand total would be \$15,460. (See the chart accompanying this article for sales figures for individual items.)

Of the other operations golf professionals participate in — as a manager or a profit recipient — pull carts (83 percent), lessons (82 percent), club repair (70 percent) and a practice driving range (71 percent) were commonly reported by a high percentage of the responding facilities.

Nearly all (94 percent) of the courses have a practice putting green for their golfers. Only 12 percent offer caddies.

Another of the charts illustrating this article shows "golf professionals' average income in 1977." It should be noted that each of the individual items is an average for that source of income independent of the other items, and that a pro may be making more than the average in one category and less (or nothing) in another — therefore, we cannot simply add up all of the individual averages to arrive at an "average total income" for golf pros.

We can, however, compare one source of income to another to determine the relative profitability of each for pros. Salary, at \$11,424, is the

**Golf professionals' average income in 1977**





highest individual item — but few pros can or do live off their salary alone. Income from golf car rentals is the next highest item and represents a sizable amount (\$10,978). From there, the averages gradually decrease from pro shop profits (\$6,140) down to club repair (\$1,058).

Most pros don't work alone. Of those responding to our survey, 57 percent have at least one assistant professional. Responding pros also manage an average of three or four full-time and three or four part-time employees.

### In the clubhouse

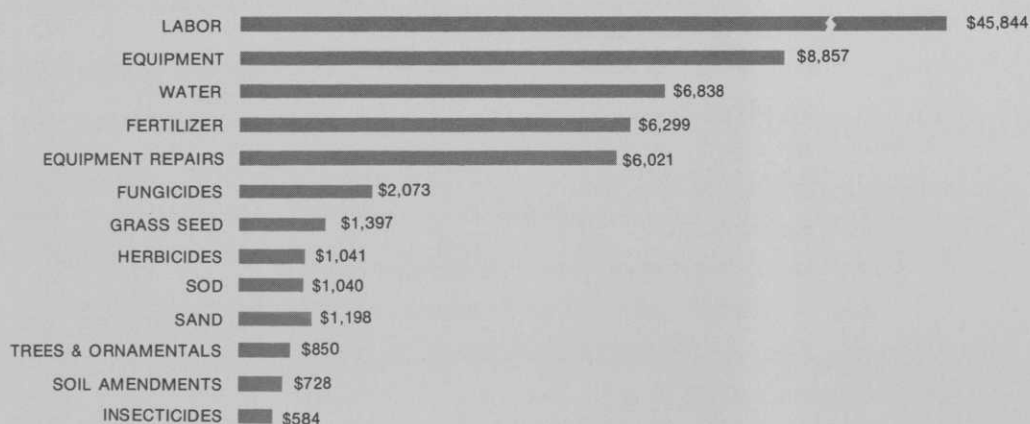
Other golf club facilities sometimes under the management of the golf professional, sometimes under the club manager, are lockers and showers. As one might expect, 86 percent of the private clubs surveyed said they had lockers for their members, and 84 percent provide showers. Somewhat surprising, however, is that 55 percent of municipal courses indicated that they provided lockers — and the same percentage said they have showers. The percentages are lower for daily fee courses (47 and 45 percent), but the national average for all types of courses works out to 60 percent with lockers and 59 percent with showers.

Seven percent of the responding golf courses have saunas or steam baths, but these are virtually all resorts and private clubs.

Among food and beverage services, snack bars can be found at 83 percent of the golf courses surveyed. Sixty percent of the courses have a bar, and 42 percent a dining room. The bar and dining room percentages are higher for private clubs (87 and 73 percent, respectively), while snack bars are more prevalent at municipal courses than elsewhere (92 percent have them).

As elsewhere at every golf facility,

Course maintenance Expenditures (average per facility in 1977)



labor is a major expense in the clubhouse. The facilities we surveyed paid an average of \$47,435 for labor in 1977 — although the figure is substantially lower at municipal and daily fee courses (\$23,947 and \$21,595, respectively), and substantially higher at private clubs (\$90,795).

To keep track of labor and other expenses, 44 percent of the golf courses surveyed have their own accountant, 41 percent use an outside accountant, and 15 percent do their accounting on a computer.

### On the course

Labor also accounts for a major portion of the golf course superintendent's budget — more than half, in fact. The courses participating in the GOLF BUSINESS survey reported labor costs averaging \$45,844 per facility in 1977 — compared to course maintenance expenditures, excluding labor, of \$39,640.

On the average, the superintendents surveyed employed five or six full-time and three or four part-time maintenance workers during their golfing seasons, retaining three full-time during the off-season. Most courses reported little or no part-time maintenance help out of season.

Most (85 percent) of the superintendents spent more on course maintenance in 1977 than in 1976. Nine percent said their spending was about the same as the previous year, and just 6 percent spent less.

Out of nonlabor expenditures, equipment took the biggest chunk: an average of \$8,857 per facility for purchases, augmented by an additional \$6,021 for repairs. Water for course use cost an average of \$6,838 for per facility for the year.

Irrigation is done by automatic systems at a fairly high percentage of courses. Of those surveyed, 49 percent have automatic irrigation on their greens, 45 percent on their tees, and 36 percent on their fairways. Three percent reported semiautomatic irrigation of greens, and another 3 percent use the sod cup method. Four percent reported not having any irrigation system for their fairways, and 3 percent said they had none for tees. The remainder use hose and/or quick coupler watering.

GOLF BUSINESS researchers also asked superintendents to tell us how many pieces of equipment they had for course maintenance. The results are too lengthy to reproduce here, but we can say that the average value of the respondents' equipment inventory if \$64,557.

### Comparison of private, daily fee, & municipal golf courses in 1977

	PRIVATE	DAILY FEE	MUNICIPAL	ALL TYPES
AVERAGE NO. OF ROUNDS	25,625	30,736	43,036	31,869
GREENS FEE (9)	\$4.80	\$3.12	\$3.04	\$3.55
AVERAGE (18)	8.05	5.47	4.74	5.33
AVERAGE REVENUE FROM GREENS FEES	\$42,371	\$99,030	\$95,288	\$79,368

### For further details

If you would like a complete copy of the full statistical report of the 1978 GOLF BUSINESS survey — including the superintendents' equipment inventory, details on club food and beverage service, and specifics on pro shop sales — **circle number 300** on the reader service card bound into the back of this issue, fill out the rest of the card, and drop it in the mail. We'll send your survey report as soon as it's printed. □



# An economy lesson in country club management.

A simple, rather ingenious idea that will save you thousands of dollars, just happens to come in one of the most prestigious golf cars money can buy. The Harley-Davidson® 3-wheel electric golf car.

**A simple idea called Master Drive.** Master Drive is a 2-circuit system that will give you more rounds between charges, reduce downtime and charging costs, and increase the life of the batteries.

Simply put, it gives you a battery set-up with two circuits, instead of one.

Conventional golf car batteries are hooked up in series. Harley-Davidson electrics utilize a series/parallel circuit.



**A look at your course tells you why.** Look out the clubhouse window and you'll see that two-thirds of the traveling done by golf cars is at low speeds.

But cars wired in series are drawing maximum power from the batteries all of the time.

Which means that the two-thirds of the time when

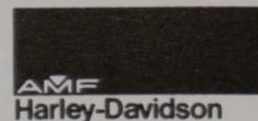
they're going slow, power is wasted. A resistor burns off the surplus.

**Master Drive wastes nothing.** In the high-speed circuit, the batteries are in series, just like a conventional electric golf car. But in low speeds, the same batteries operate in parallel. So the batteries are only called upon to produce half the power.

Like we said: A simple, rather ingenious idea. That only proves that prestige and common sense can go hand in hand.

**Who to call to start your savings plan.** To get all the details about Harley-Davidson electric and gas cars, call your Harley-Davidson dealer. He's knowledgeable in all facets of golf car fleet management. From fleet planning to profitability and financing. He'll be there to personally assist you with your service needs throughout the year.

Or write or call Dave Caruso, National Golf Car Sales Manager, Harley-Davidson, (414) 342-4680, 3700 W. Juneau, Milwaukee, Wisconsin 53201.





# Here's the 72" out-front rotary mower that doesn't slip and slide all over side slopes.

When we designed this Jacobsen out-front commercial, we knew it could do all of the things we wanted it to.

Like mow up to 30 acres a day. Climb up and down curbs. Trim tight around trees. And with optional accessories, it can mulch leaves, plow snow or blow snow. And even sweep.

The trick was to distribute the weight so it would grip the turf with all six wheels when angling along side slopes.



*Cutter deck tilts up and down for mowing gullies and bank edges.*



*Front wheels support cutter deck for super stability.*

That's why the cutting deck is mounted on the carrier, with the two front wheels supporting it. This design keeps the rear wheels from lifting, and makes the Jacobsen the most stable out-front rotary on the market.

Not only that, the weight on the drive wheels can be adjusted for different terrain conditions. For reliable traction.

This Jacobsen out-front rotary

meets the tough power mower safety standards of the American National Standards Institute, Inc. (ANSI). No mean feat in itself.



*Can perform zero turning radius, trims like a small mower.*

We suggest you ask your Jacobsen distributor for a demonstration of this superbly designed mower-trimmer-mulcher-sweeper-snow blower-plow-combination-miracle-machine.

It's the one that digs in on side slopes.

Jacobsen Manufacturing Company, Racine, Wisconsin 53403

**JACOBSEN**<sup>®</sup>  
An Allegheny Ludlum Industries Company



## Take a look at leadership.



## Design tips for golf car storage

A suitably designed and managed storage facility can often make the difference between profit and loss in the operation of a golf car fleet.

For example: for electrically operated cars, a lack of adequate power in the storage shed sometimes will prevent the cars from completing a minimum of 36 holes a day. More frequent chargings mean heavy car downtime and loss of revenue. Also, this condition will seriously affect battery performance and life.

It is evident that adequate power is an absolute necessity. Under these circumstances, the power requirements for a new installation should be designed only by a qualified engineer. It is advised that any additional power demands that may be needed in the near future be integrated into the design. A later attempt to add power may be too difficult or costly.

Conversely, an existing facility should have its power output checked to assure its adequacy. Generally, the local utility or power company will perform this service at no cost.

The physical design of the facility is another factor that should be taken into consideration. The optimum shape should incorporate a flow pattern where a car never has to be placed in reverse. The majority of all golf car damage occurs in the maintenance shed, usually when the car is backing up.

To reduce this hazard, the facility should be designed so that each end of the building contains a door — one serves as the entrance, and the other as the exit. Ideally, the exit should be located at the end closest to the first tee. The first car in the night before will be the first car out the next day. This "first in-first out" concept prevents any need for reverse driving and allows the most-used cars to receive the longest possible charging time. This technique also assures that all cars will be driven approximately the same number of rounds during the year, a feature that increases battery life.

Crowding often breeds poor maintenance habits. It is axiomatic that the best-cared-for cars are always



situated in a clean, orderly shed. To avoid crowding, the facility should be somewhat longer than the length of the total number of cars being stored. Similarly, the structure should be as wide as the total number of rows of cars, plus one foot between rows. Rails can be erected between the rows to further reduce the possibility of car damage.

Another advantage of this configuration is that the chargers can be hung from the ceiling, a space-saving feature that augments the orderly appearance of the facility.

Bear in mind that a storage facility housing a fleet of 80 cars is safeguarding an investment of about \$150,000. Therefore, the facility should not be merely for storage. Rather, it should serve as the means that keeps the cars in operation. In this way, it will realize a return far beyond its initial cost. □

*First in-first out storage building design, as exemplified by the facility at Bethpage State Park on New York's Long Island, assures that cars receive the longest possible charging time. It also prevents building up high mileage on some cars while others remain relatively unused.*

## Foodservice and spikeproof carpet aid success of daily fee course



Golfers take a break at Centerton's 19th Hole restaurant. The popular gathering spot features "Club Champion" spikeproof carpeting in a variety of patterns.

In the backwoods of southern New Jersey, on land that once was a cornfield, sits a golf club where the chef's score may be more important than the golfers'.

Actually, Centerton Golf Club isn't a private club. It is a public course with golf facilities that owner Ed Carman describes as "pleasant, interesting, and challenging enough for the best of players."

The course, 6650 yards in all, carries a par 71 rating from the South Jersey Golf Association.

But one doesn't have to care a fig about golf to enjoy the clubhouse-restaurant and banquet facilities. Although Carman developed the club in 1964 with the idea of attracting south Jersey golfers, many travelers from Philadelphia (55 miles away) and Atlantic City (60 miles away) come to enjoy the golfing and food. Carman notes he does not advertise. Over the years, word of mouth from satisfied customers has established Centerton.

As you drive up the winding passageway off the country road, Centerton's 20,000-square-foot, Colonial-style building comes into view. Parking is handled by attendants, and the parking facilities can easily handle 1,000 cars.

Inside the main building there are two large, separate kitchens that service seven banquet rooms and a 19th Hole Restaurant. Four brightly-decorated locker rooms and the executive offices are also housed there.

Centerton's facilities will accommodate up to 800 visitors at one time. Carman credits the club's excellent service to his four managers. Each handles a special area: private party bookings, waitresses, and bartenders; food preparation and selection; golf shop; and grounds.

Carman explains that each manager works independently, but "I have my fingers in all of their jobs."

At the height of the season, Centerton's front tee is busy from sunrise to sunset with golfers readying to play the well-groomed 18 holes — twosomes, foursomes, and company golf outings.

Ed's brother, Allan, handles the pro shop, assigning tee times, organ-



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No one can express your club or tournament image better than Miller. We challenge your imagination, let us recreate your club crest in one or in seven colors.

Let your bag tag do your talking, buy from the experts.

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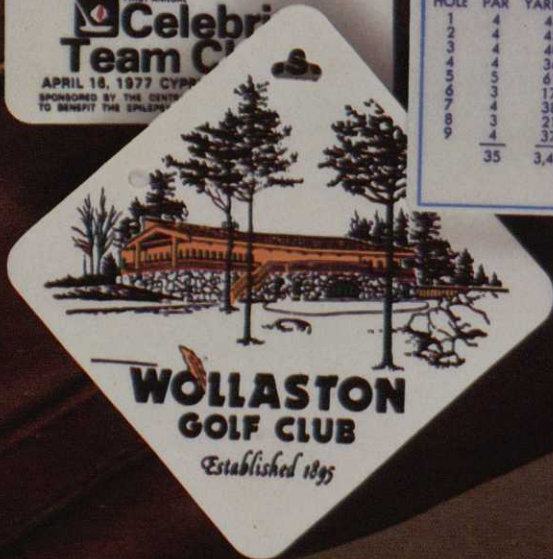
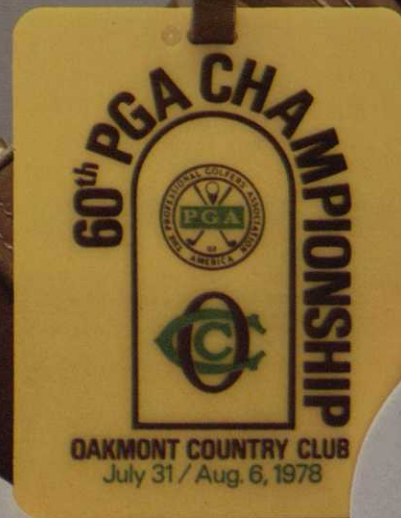
## MILLER GOLF

Pond Street, Randolph, MA 02368  
617 963-6392



1977 U.S. OPEN CHAMPIONSHIP  
Par and yardage for Southern Hills Country Club

HOLE	PAR	YARDAGE	HOLE	PAR	YARDAGE
1	4	447	10	4	375
2	4	459	11	3	165
3	4	406	12	4	444
4	4	366	13	4	465
5	5	614	14	3	207
6	3	175	15	4	407
7	4	383	16	5	569
8	3	215	17	4	354
9	4	373	18	4	449
		35	3,438	35 in	3,435
				35 out	3,438
					6,873





izing golf outings, managing golf car rentals, and doing any other tasks related to seeing visitors golf happily.

As those golfers turn the ninth hole or finish up at 18, they don't have far to fall to be fed well. The club's 19th

include soft shell crabs, capon Tahitian, or baked crab imperial.

The daily luncheon buffet includes fresh salad fixings; choice of several homemade soups; delectable homemade pies, cakes, and breads; a selec-

hot entrees (different than lunch menu), twice as many desserts — including a trifle, and a half dozen layer cakes — and several types of hot breads.

As you can imagine, the 19th Hole Restaurant is constantly busy with golf and visitor traffic. In less than two years, the 19th Hole's indoor/outdoor carpeting was worn, torn and dirty. Carman says stain resistance and durability under spikes topped his list for new carpeting. "Since we couldn't afford to have the restaurant out of commission even one day, replacement had to be done in off hours."

A 5-year wear-warranty against spikes by yarnmaker Dow Badische — coupled with Scotchgard protection to meet Carman's other needs — helped him decide on "Club Champion" carpeting. Carman selected Wellco's Spy-glass series, with stripes of various widths, diagonal stripes, herringbone and multi-chevron effects, in red to match the hall and dining room walls. Ripping up the old floor tiles and carpeting began around 4 a.m. on a Friday morning. By 11 a.m. Friday, Centerton's 19th Hole was newly carpeted and ready for business. □

**"The restaurant is constantly busy with golf and visitor traffic. In less than 2 years, its indoor/outdoor carpeting was worn, torn, and dirty. Stain resistance and durability topped the list for new carpeting."**

Hole Restaurant is open 7 days a week from 11 a.m. to midnight, serving up anything from a simple sandwich and a bottle of beer to a prime sirloin steak with a fine bottle of wine, or an elaborate luncheon or dinner buffet.

Guests may order from a standard lunch or dinner menu, both packed with hearty southern-style foods, including prime meats that are cut on the premises. Daily menu specials change with seasonal availability and

tion of delicatessen meats; and every type of garnish. A half-dozen hot entrees are presented in large steamer dishes on antique credenzas.

The day we visited, the hot buffet included fresh flounder fillets rolled and baked in butter sauce, homemade fish stew with chunks of different fish, and chicken baked in a wine sauce. Food fit for hungry golfers.

The dinner buffet includes more

## THE TORRENTIAL PUMP.

**No course should  
be without one.**

Think of your course—the low spots that flood during Spring run-off and heavy rain storms.

A Torrential is your answer—This self-powered, self-priming, floating, portable pump will wipe out those unwanted water hazards . . . fast. A Torrent will move 42,000 gallons per hour—and will handle any object that passes through the 1" diameter holes in the pump screen.

The Torrential is efficient, easy to operate and economical. It could be exactly what you need for the coming season. For additional information, literature and price, write or call collect, A.M. only.

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Here's what Wally Mund, former National PGA Secretary and for 40 years head pro at Midland Hills, says, "The Torrential is a real boon to course superintendents with a water problem. It's a necessary piece of equipment for any golf course. At Midland Hills, we have two of them."

