

sporting goods according to the Athletic Goods Manufacturers Association Census Report for 1965. On the basis of manufacturer's selling prices, golf equipment sales in 1965 totalled \$139,998,552—a 9.3% increase over 1964's total of \$128,249,046.

Since 1958—only seven years—golf equipment sales have more than doubled in value. Growth has been consistent. In 1964 sales increased 7.4% over 1963 which in turn had been 8.1% ahead of 1962. Golf equipment sales in 1965 accounted for 51.4% of the nation's total athletic and sporting goods sales of \$271,776,69\$. In 1964 golf sales were 51.2% of this total; in 1963—47.4%.

A breakdown of certain golf equipment sales as reported by the Athletic Goods Manufacturers Association for 1965 follows:

Item	Unit Measure	Quantity	Value
Golf Clubs	each	11,541,744	\$77,947,548
Golf Balls	dozen	7,272,120	\$49,631,851
Golf Bags	each	951,434	\$10,718,599

What's Ahead

Golf has had its greatest growth in the United States during the past fifteen years. Since 1950, golfers have more than doubled. National Golf Foundation records at the end of 1965 indicate a 113% increase in golfers over 1950. The estimated number of golfers per 100 population in 1950 was 22. Today—15 years later—it is 45 per 1000. Golfers have been increasing at the rate of over 10% annually in recent years.

All indications are that golf will grow even faster during the years ahead. The nation's population is expected to increase another 26% by 1980—about

50 million more people. Incomes will tend to increase according to present predictions. The typical family's buying power has already increased well over half in the past ten years. By 1980 it is expected to again do so and three times as many families are expected to enjoy annual incomes of \$15,000 or more.

For numerous reasons productivity of the work force is becoming such that leisure time is increasing and work time is decreasing. The shorter work week, longer vacations, earlier retirements, living conveniences which save time at home, are all realities today and will be more so in the future. Golf—a game that can be enjoyed during one's entire lifetime—will continue to attract players from every economic level of American life.

Golf course development in recent years is the most tangible and convincing proof of the extent and stable nature of golf's growth.

The Foundation's goal for the nation by 1970—over 10 million golfers and 10,000 golf courses for them to play on!

COMING EVENTS

- Illinois Turfgrass Conference** — Dec. 1-2, 1966.
Held at Urbana, Illinois.
- Roseman Field Day** — Monday, Oct. 3, 1966
Held at Brookwood Country Club.

For Sale — A.K.C. Registered Doberman Pinscher Pups, excellent watch dogs for your maintenance building or clubhouse. Contact Harold Frederickson, Edgewood Valley Country Club.

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