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## Predicts Increase in Sales of Sports Goods in 1963; Competition to be Keener

The retail consumer market for sporting goods in the U. S. should reach a record high in 1963 of \$2,445,500,000, up 4 per cent from the revised record total of \$2,351,400,000 for the year 1962. The 1962 figure is 5 per cent above 1961 sales.

This stimulating prediction for the sporting goods industry is reported in a special economic survey for the National Sporting Goods Assn. by Richard E. Snyder, Chicago economist.

### Hit \$2 Billion in 1960

Sporting goods sales passed the 2 billion dollar mark for the first time in 1960. The first billion dollar year was 1947, fourteen years after the depression low of \$167,300,000 in 1933.

The statistical research study reveals that indicated sales gains for 1962-63 for various categories range from a low of 2 per cent for firearms and supplies to a high of 25 per cent for winter sports equipment.

In the 10 to 20 per cent predicted in-

crease range are gymnasium equipment, 15.6 per cent; archery equipment, 12.3 per cent; billiard and pool tables and playing supplies, 11.6 per cent, and hockey goods, 12.3 per cent. Both golf equipment and squash goods are expected to show 10 per cent sales gains.

### Pressure Will Mount

Snyder's study points out that 1963 will bring an intensification of competitive pressure. "In 1963," Snyder says, "this market will be in a more 'splintered' state than ever before."

It is estimated that there were 187,000 retail outlets for sporting goods last year, compared to 144,000 in 1948, 146,000 in 1954 and 171,000 in 1958. The growth in the number of retail outlets now exceeds the population growth rate, with the average number of persons per outlet in 1962 reaching what was probably a record low of 999 persons per outlet.

"When any trade develops an extreme condition of 'outlet-itis' that is the time for the operators therein to show how good they really are in the managerial and sales arenas," the survey states.

Geographically, the survey indicates 10 states will share 61.88 per cent of the 1963 sales potential — New York, Cali-

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fornia, Illinois, Pennsylvania, Ohio, Michigan, Texas, New Jersey, Massachusetts and Indiana.

Largest percentages of sales increase in 1962 over 1961 were recorded in Mississippi, New Mexico, Nevada, Arkansas, Kentucky, Kansas, South Dakota, Nebraska, New Jersey and Wyoming.

## Discuss Work of Opening New Course at Baltimore Meeting

The many things that have to be done in a maintenance way to get a new course operating were discussed by a panel of four men at the two-day clinic of the Mid-Atlantic GCSA in January, and perhaps gave rise to as much lobby and cloakroom comment and observation as anything offered on the program. Guided by the moderator, Fred Grau, a panel composed of Barclay L. Whetsell, Tantalum-on-the-Potomac, Richard Trevarthan, Island View GC and Harry Carlson, Moslem Springs CC, all of whom are supts., and Charles K. Hallowell, former USGA green section rep, examined just about

every facet of bringing a course into play. It was generally agreed that there are so many of these that a supt. should be called upon to help unwrap a course no more than once in a lifetime.

Others who made technical contributions to the 32-year old Mid-Atlantic conclave were Ralph E. Engel of Rutgers U., who spoke on turf research; D. Ray Booker of Penn State U., who told what makes the weather work; Charles G. Wilson, Milwaukee Sewerage agronomist, who discussed how not to apply chemicals; and John C. Jones and F. Nelson Swink, Jr., Dept. of Interior specialists, who suggested methods of animal control on a course.

## Discuss Irrigation

Water systems were explained by Edward Shoemaker of Rainy Sprinkler Sales, and in conjunction with his speech, Charles P. Merrick of the U. of Maryland gave some tips on pond construction and management. Purdy Carson of Jacobsen Manufacturing Co., told the Mid-Atlantic turfmen how to keep their equipment properly serviced. Some of the highlights of course landscape design were discussed by Thurman Donovan of