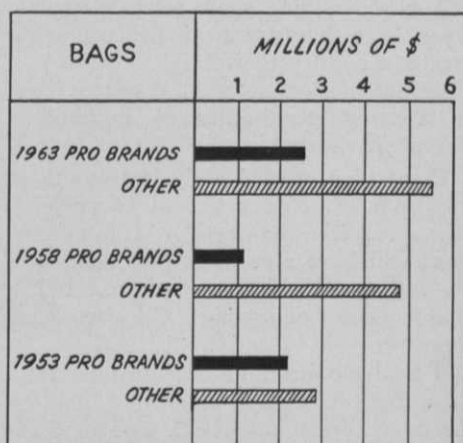
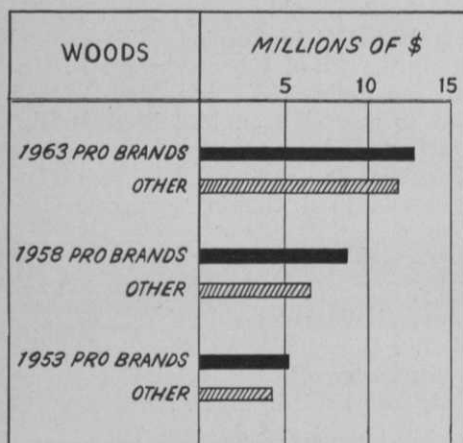
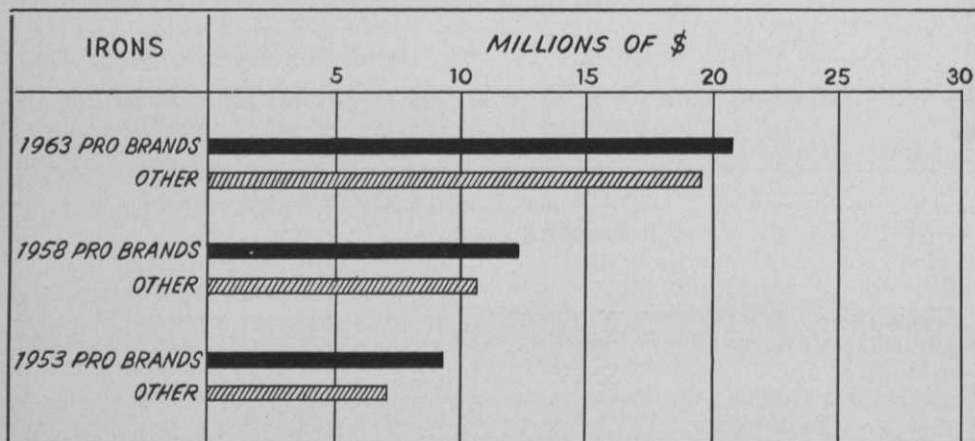
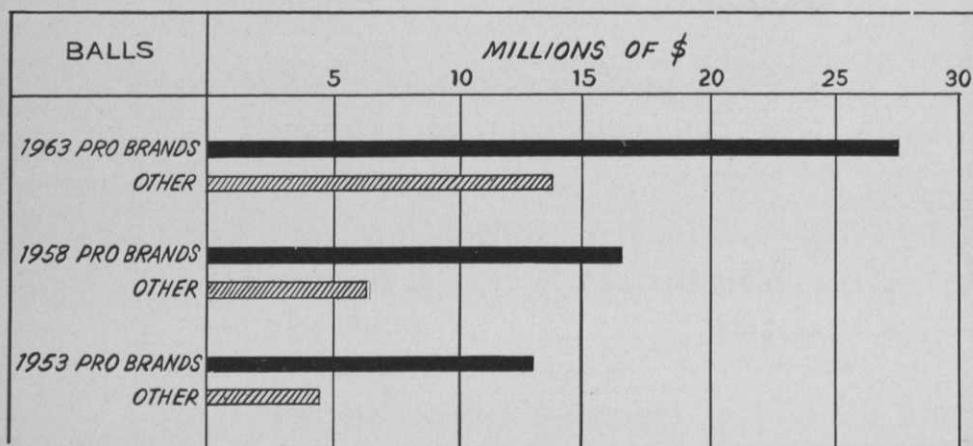


10 Years of Equipment Sales



Percentage Holds Steady
in 1963, Says AGMA

Golf Goods Accounts for 44 Per Cent of Sports Equipment Sales

Golf again is far ahead of any other sport in equipment sales as reported in the Athletics Goods Manufacturers Association census report for 1963.

On the basis of manufacturers' selling prices, including federal excise tax, golf equipment accounted for \$119,352,933 of a total of \$251,497,795.

Other classifications reported these sales:

Baseball and softball equipment	\$36,912,339
Athletic shoes	33,154,647
Inflated goods	21,819,211
Athletic clothing	9,989,139
Tennis, badminton and related equipment	9,969,736
Helmets and pads	6,540,702
Bowling bags	535,819
Boxing gloves	230,431
Miscellaneous	12,992,838

The overall picture shows golf goods accounting for 44 per cent of the total, about the same as in 1962 when golf equipment sales amounted to \$110,361,324 of the reporting sports total of \$241,563,826.

Average Club Value — \$6.51

Golf's 1963 total sales were 10,000,279 clubs (7,140,396 irons and 2,859,883 woods) at a value of \$65,133,965 for an average value of \$6.51 at the manufacturers' price, plus excise. This volume

indicates that a golfer buys an average of 1½ clubs a year.

Ball sales were reported as 5,694,329 dozen at an average price of \$7.18 per dozen (manufacturers' price). This means that a golfer buys slightly less than a dozen balls a year.

The figures reported in the AGMA census probably account for about 95 per cent of the clubs manufactured and possibly 80 per cent of the balls. A good deal of unreported equipment production is in lower price brackets.

There Is A Difference

Reference in the charts on page 26 to "pro brands" does not necessarily mean brands bearing the names of different professionals, but pro-quality merchandise. Several brands that bear the names of professionals are retailed through sporting good stores, discount houses, etc. Ninety per cent of quality golf goods is sold through pro shops, according to estimates.

Pro quality ball sales increased slightly in percentage over the previous year. In 1963, pro type balls with an average manufacturers' selling price of \$9.18 a dozen accounted for sales of 2,965,014 dozen of 5,694,329 dozen. There were 462,184 dozen more balls sold in 1963 than in 1962.

Making allowance for a price differential in pro-quality woods and a change in
(Continued on page 58)



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Golf Goods Sales

(Continued from page 27)

their classification in some instances, there were 327,000 more woods sold in 1963 than in 1962. Pro-quality woods accounted for about 31 per cent of total club sales in 1963, slightly less than in 1962.

Quite a case could be made on how reported figures show a comparatively small increase in the price of golf goods in the past 10 years and how, in high-quality golf goods, manufacturers and professionals have given the golfing public much better protection than the general public has had on most items of merchandise.

The average selling price of all golf clubs was \$6.51 in 1963. That was 13 cents lower than in 1962. The average price of golf balls in 1963 was \$7.18 a dozen, 14 cents lower than the previous year.

Mickey Wins More Tournaments Than Big Three Combined

It probably hasn't occurred to you, but Mickey Wright has won more tournaments in the last four years than Arnold Palmer, Jack Nicklaus and Gary Player combined. In 1963, Mickey tore up the women's record book and wrote a complete new one. She became the first woman to win more than \$30,000 in one year, finished first in 13 of 28 tournaments, and became the first of the female swingers to finish with a stroke average under 73. Mickey also was the leading money winner on the Ladies PGA circuit in 1961 and 1962.

She has won both the Women's Open and Ladies PGA Championship in the same year on two occasions. Through mid-July of this year she had won seven tournaments in twelve starts, including the 1964 Women's Open. The latter victory gives her a chance at winning the double slam for a third time. This year's Ladies PGA Championship again will be played at the Stardust GC, Oct. 1-4.

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