

# The Golf Business OUTLOOK

## **Business climate continues healthy**

The fear that business faced a fourth-quarter letdown happily had given way to a feeling of confidence as October's GOLFDOM neared press time. The past summer's unexpected show of strength and the tougher, result-getting military policy in Viet Nam are two of the reasons for optimism expressed by Washington sources as well as economists around the country. Labor also shared in the generally rosy outlook, although some of the anticipated gains may not materialize before 1966. Among the changes looked for from Congress were: Double-time, instead of time-and-a-half, for overtime; a minimum wage jump from \$1.25 to \$1.50 an hour; broader minimum wage coverage to benefit further millions; a shorter work week, reduced from the present 40 hours to 35, and higher jobless insurance pay under federal-state programs. Looking beyond 1965, of course, any of the latter changes may not leave business with cause to carry over its enthusiasm to the new year. A more immediate concern, however, is that manufacturers' labor costs are rising faster than the output of goods, reversing a four-year dip and leading to fear of inflation—or further inflation, if you prefer it that way.

## **Golf cars to go into orbit?**

Gemini 5 and golf cars may have something in common. A recent General Electric Company press conference revealed the possible relationship. The fuel cells that provided power for the record-breaking eight-day space flight are also a distinct possibility for powered ground vehicles, according to a company spokesman. This, of course, is only one of the many possible applications. Late next year GE hopes to market small fuel cells for powering communications equipment and remote television cameras. Allis-Chalmers produced the world's first fuel-cell powered vehicle. It was unveiled in October, 1959, and is now in the Smithsonian Institute. This company offers seven models for research and development studies in industrial and educational laboratories.

## **Durable press fabrics make impact**

Clothing made with durable press fabrics is showing up all over—in department stores, pro shops, small retail stores—in outer wear and sportswear, as well as formal wear. Just what is this durable press? Exactly what the name implies. The garment not only retains its creases and pleats, but keeps its smooth appearance and shape after washing, with *no* wrinkles. Seams stay flat and don't pucker after laundering and drying. Durable press is being combined with last year's wonder process—stretch fabrics—for a wearable and attractive combination. Although prices on durable press merchandise are higher than average, the public has accepted the process as a work-saver, and does not hesitate to buy the items. The largest use of durable press will be in slacks, for both sexes, and men's shirts. But the process is also used for sportswear (including swim shorts), outerwear (such as windbreakers) and dresses, blouses and even rainwear.

## **Too many new products are losers**

Are you stocking up your pro shop with too many products that don't move? Bjorksten Research Laboratories of Madison, Wis., studied 27,000 new products that were put on the market in 1964, one of the most prosperous years in history, and found that 80 per cent proved unprofitable. The percentage probably is not that high in golf products, but it serves as a reminder on careful buying.