

Equipment sales hit record

1965 purchases of golfing necessities totaled nearly \$140 million, AGMA survey shows.

Golf equipment sales (excluding golf cars) totaled nearly \$140 million in 1965, according to a survey by the Athletic Goods Manufacturers Association, Chicago. Golf car information was withheld to avoid disclosure of individual company sales, but should push total golf equipment sales near \$150 million for the year.

Golf equipment manufacturers participating in the survey included Acushnet Products, Allied Golf, Allis Chalmers Sports Products, Brunswick Sports, Bur-

ton Manufacturing, Champion Glove, Dunlop Tire & Rubber, First Flight Golf, Gorman Golf Products, Hillerich & Bradshaw, Hinson Manufacturing, Ben Hogan, Northwestern Golf, Arnold Palmer, Pedersen Sales, Plymouth Golf Ball, Shakespear, Kenneth Smith, A. G. Spalding & Bros., Sportsmen's Golf, United States Rubber, Victor Golf Equipment, and Wilson Sporting Goods.

The accompanying chart shows the breakdown of golf equipment sales by category and average value per item. •

SALES OF GOLF EQUIPMENT

GOLF CLUBS	Unit of Measure	Quantity	Value	Average Value
Irons:				
\$3.50 and below	Each	2,645,249	\$ 7,903,339	\$ 2.99
\$3.51 to \$5.00		2,283,240	10,193,211	4.46
\$5.01 to \$7.50		734,675	4,641,298	6.32
\$7.51 and over		2,560,472	26,681,223	10.42
		8,223,636	\$ 49,419,071	6.01
Woods:				
\$5.20 and below	Each	1,030,028	\$ 4,377,807	\$ 4.25
\$5.21 to \$7.50		944,765	6,214,740	6.58
\$7.51 to \$11.00		311,189	2,841,617	9.13
\$11.01 and over		1,032,126	15,093,813	14.62
		3,318,108	\$ 28,527,977	\$ 8.60
	Total Golf Clubs	11,541,744	\$ 77,947,048	\$ 6.75
GOLF BALLS				
\$5.10 and below	Dozen	2,007,598	\$ 7,756,104	\$ 3.86
\$5.11 to \$7.50		1,676,461	10,107,038	6.03
\$7.51 and over		3,588,061	31,768,709	8.85
	Total Golf Balls	7,272,120	\$ 49,631,851	6.82
GOLF BAGS				
\$6.00 and below	Each	342,809	\$ 1,483,000	\$ 4.33
\$6.01 to \$15.00		424,744	4,314,688	10.16
\$15.01 to \$24.00		87,178	1,816,028	20.83
\$24.01 and over		86,703	3,104,883	35.81
	Total Golf Bags	941,434	\$ 10,718,599	\$11.39
OTHER GOLF SUNDRIES			\$ 1,701,054	
TOTAL GOLF EQUIPMENT			\$139,998,552	