

## BUSINESS BICEPS

Continued from page 28

With more people having more money to spend on their favorite pastime, it isn't surprising that golf is the big leader in sales of athletic and sporting goods, according to the Athletic Goods Manufacturing Association Census Report for 1964, the latest available. On the basis of manufacturers' selling prices, which is different from the totals given by the National Association of Sporting Goods Dealers, golf equipment sales in 1964 totalled \$128,249,046, about an 8% increase over 1963.

Golf equipment sales accounted for 51% of the athletic and sporting goods total sales of \$250,254,463 for 1964. A breakdown of golf equipment sales for 1964 and 1963 is on page 27.

The Athletic Goods Manufacturers Association breaks down golf club sales into four categories of both irons and woods. Based on manufacturers' selling prices, including Federal Excise Tax, their price ranges for irons are \$3.50 and below, \$3.51 to \$5.00, \$5.01 to \$7.50 and \$7.51 and over. It is interesting to muse over the fact that the highest cost bracket accounted for a total of \$21,939,317, or 49% of the \$44,213,328 of all iron clubs sold in 1964.

The woods are indexed at those selling for \$5.20 and below, \$5.21 to \$7.50, \$7.51 to \$11.00 and \$11.01 and over. Indication of the demands of the golfers who know that they will be only as good as the tools they use is the fact that in 1964 they purchased \$12,614,149 worth of the most expensive woods. Not so surprising is the fact that this is also 49% of the total sales, a perfect match for the irons.

Do not be misled by the decrease in quantity of golf cart sales for 1964. The 172,174 is a total of only two categories, carts selling for \$9.01 to \$12.00 (50,199) and from \$12.01 and over (121,975), whereas the 1963 figure included carts that also sold for \$9.00 and below. The data on sales of carts in this less-expensive price range was not included in the 1964 report.

Golf bags which sell for \$6.01 to \$15.00 continue to account for approxi-

mately 46.9% of total sales, an increase of about 3% over 1963. The largest jump is seen in bags selling for \$15.01 to \$24.00, from 61,662 bags in 1963 to 93,667 in 1964, and in the highest bracket, from 64,083 to 74,245 bags.

The taste for golf balls is the same as with clubs and bags. The most expensive category, from \$7.51 and over accounted for 54.6% of total sales.

What does the future hold for golf? Will there be continued growth?

"On the projection of expected population increases alone," Mr. Eckoff states, "it is doubtful that there ever will be enough golf courses to meet the growing demand. In 1931 there was one golf course for approximately every 21,000 persons in the nation. Today there is a golf course for about every 24,000.

"By 1980 the nation's population will increase another 26%, approximately 50 million more people. And even on the most conservative assumptions, leading economists predict that the U. S. economy will grow faster during the next 15 years than it has at any time during the past 50.

"What does this mean to the golf industry? It means more people wanting to play golf and the continued need for more courses. It means there will be a continued growing need for more golf professionals, golf course superintendents and club managers to staff the new facilities needed. It means increasing business opportunities in all phases of the golf world.

"Golf will continue to attract players from every economic level of American life. A year ago the Foundation predicted there would be 7 million golfers playing on 8,000 courses by the year's end. That it now a reality.

"Our goal for the nation by 1970: 10 million golfers on 10,000 golf courses. We believe it, too, will be accomplished."

---

### They're On The Ball

Nassau County, Long Island, N. Y., can tell how many golf balls it has on hand with a push of a button. The county's automated materials inventory lists 28,000 items.

---