

[20409001]

The survey also detected a bit more interest in golf, a positive sign for country clubs and golf club makers.

[20409018]

The survey's findings certainly are n't encouraging for marketers of health-club memberships, tennis rackets and home exercise equipment, but people's good intentions, if not their actions, are keeping sales of some fitness products healthy.

[20409019]

For instance, sales of treadmills, exercise bikes, stair climbers and the like are expected to rise 8% to about \$ 1.52 billion this year, according to the National Sporting Goods Association, which sees the home market as one of the hottest growth areas for the 1990s.

[20409020]

But even that group knows some people do n't use their machines as much as they should.

[20409022]

" The second is they do n't have enough discipline. "

[20409023]

With more than 15 million exercise bikes sold in the past five years, he adds, " a lot of garages, basements and attics must be populated with them. "

[20409024]

Still, the average price of such bikes rose last year to \$ 145.

[20409025]

Mr. Doyle predicts a trend toward fewer pieces of home exercise equipment being sold at higher prices.

[20409026]

Electronic gimmicks are key.

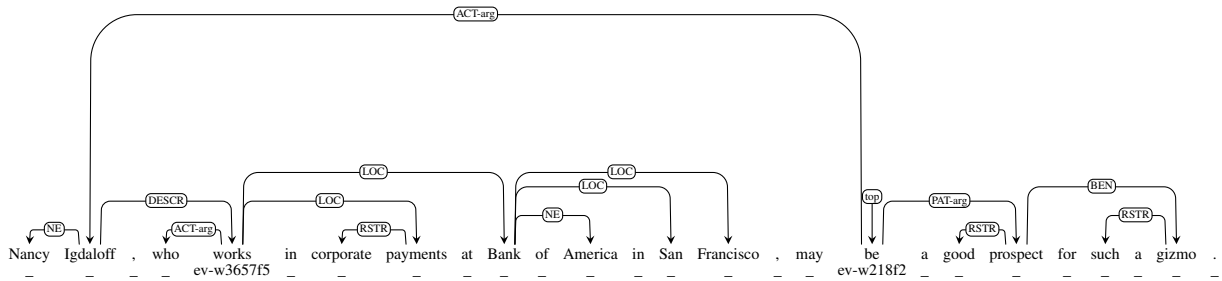
[20409027]

Premark International Inc., for example, peddles the M8.7sp Electronic Cycling Simulator, a \$ 2,000 stationary cycle.

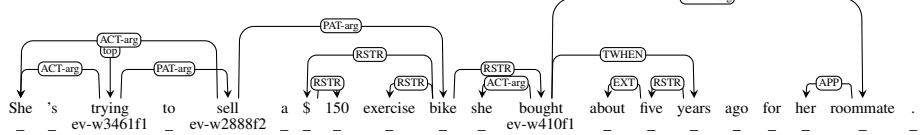
[20409028]

On a video screen, riders can see 30 different " rides, " including urban, mountain and desert scenes, and check how many calories are burned a minute.

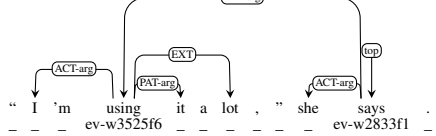
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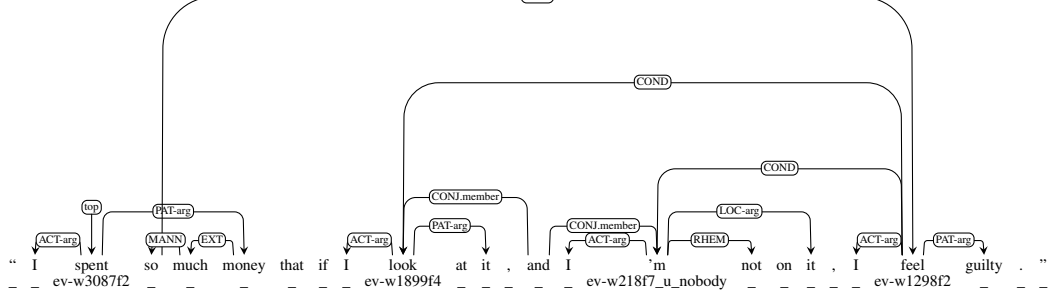
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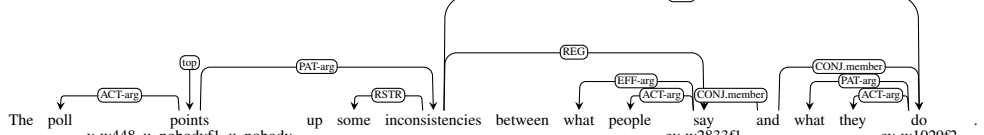
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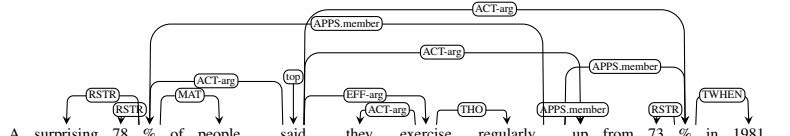
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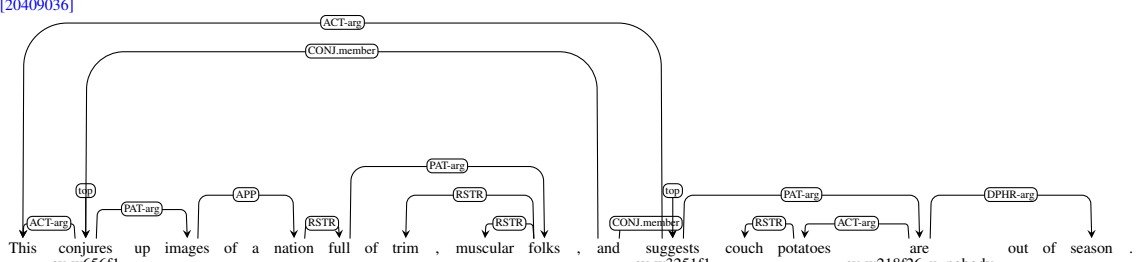
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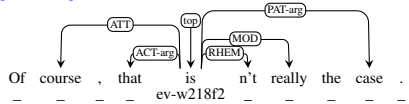
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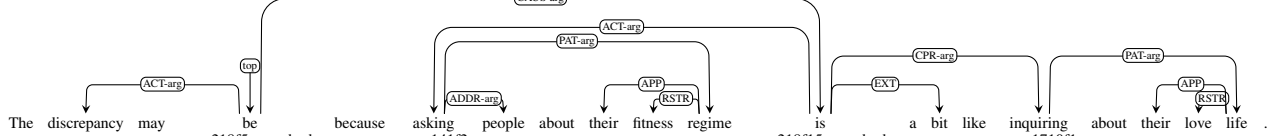
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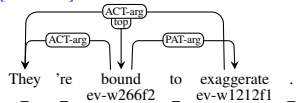
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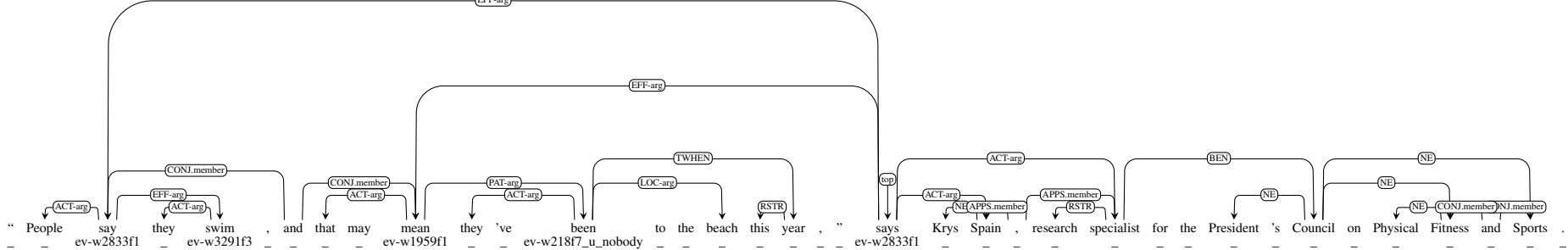
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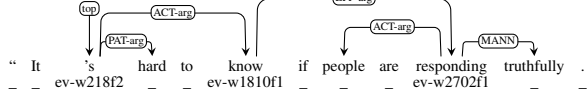
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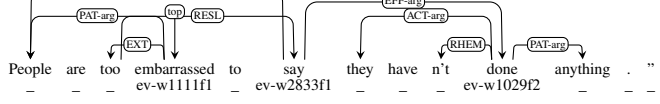
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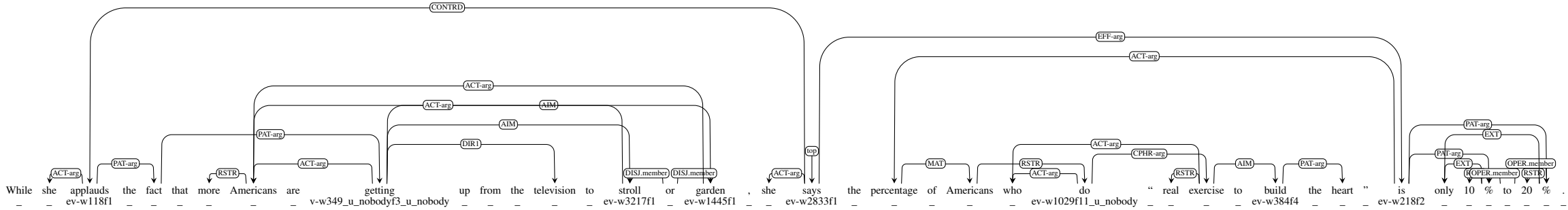
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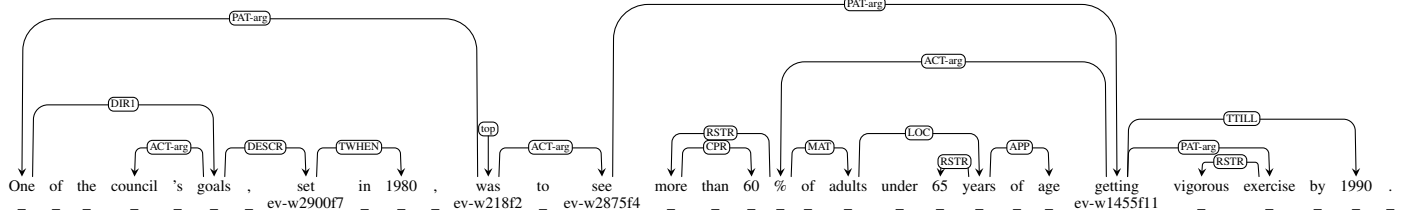
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[20409043]



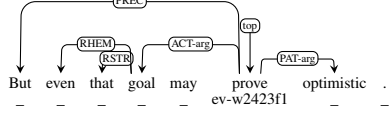
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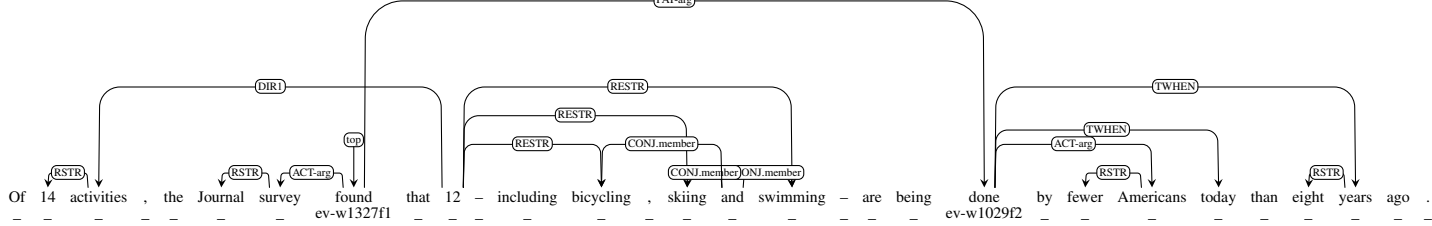
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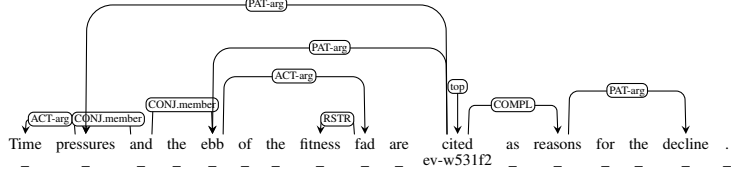
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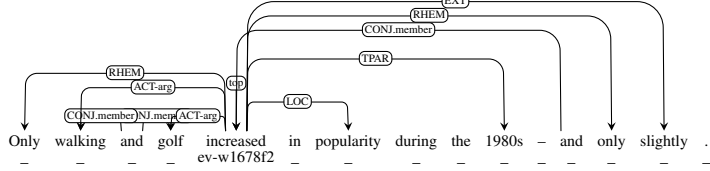
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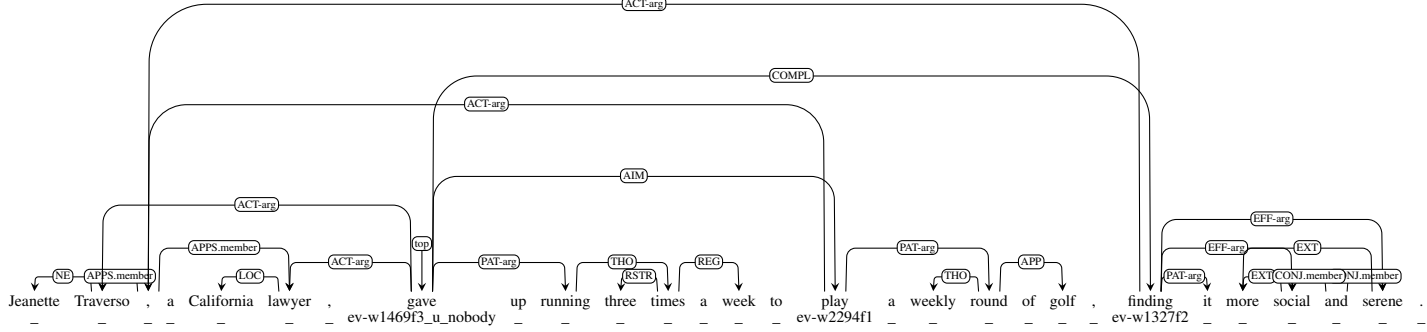
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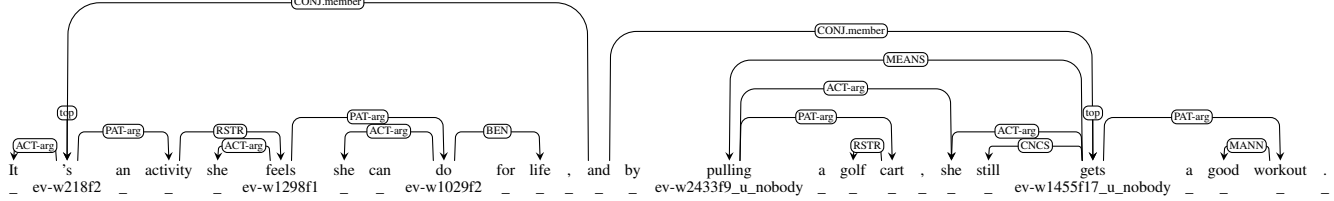
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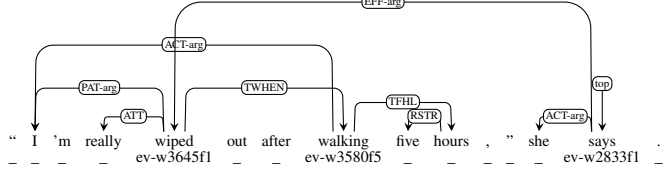
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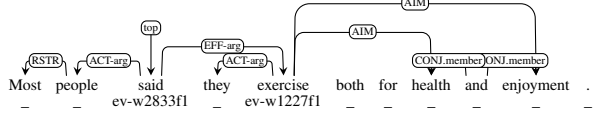
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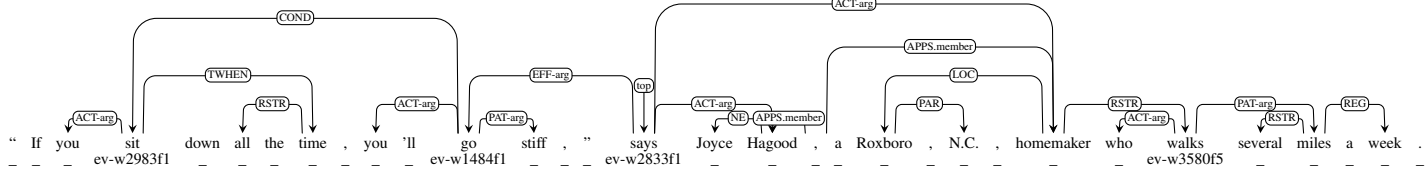
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[20409054]



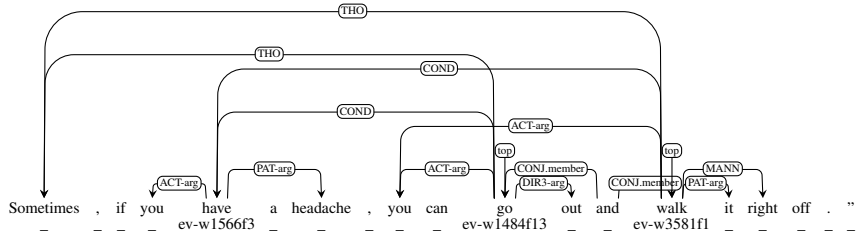
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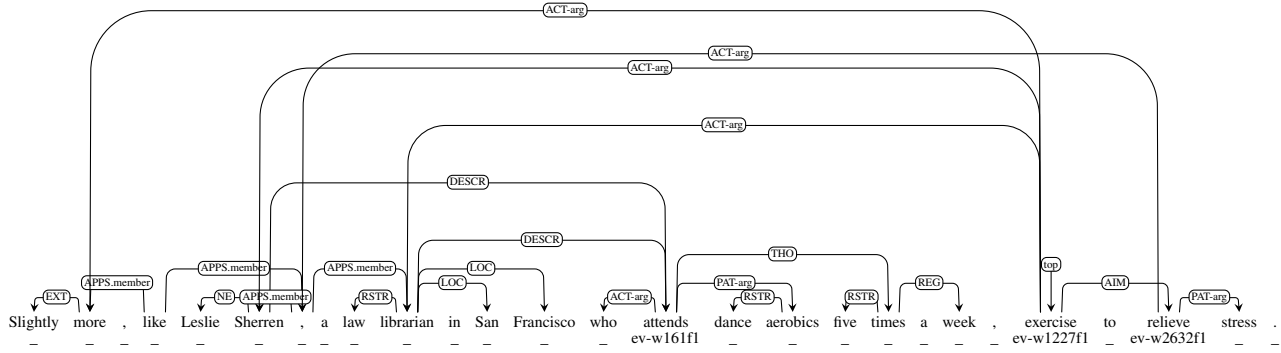
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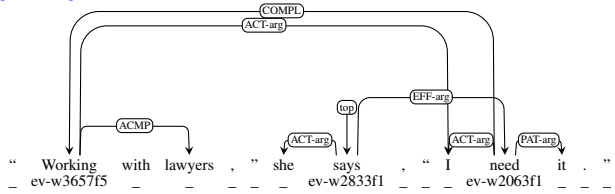
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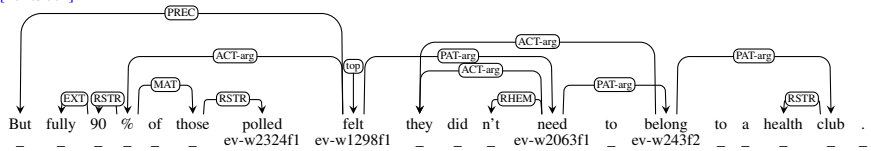
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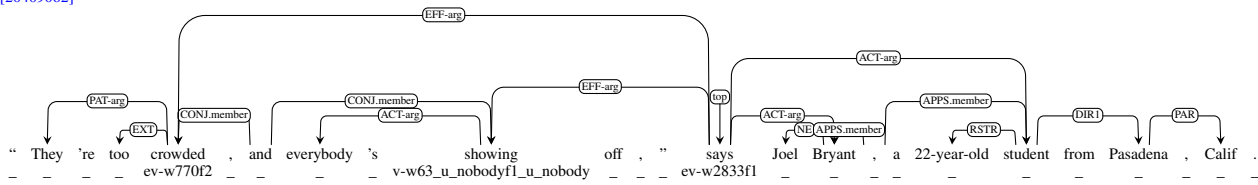
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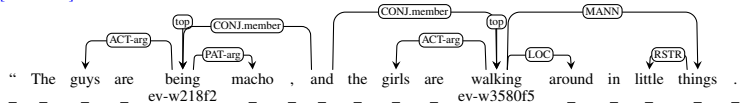
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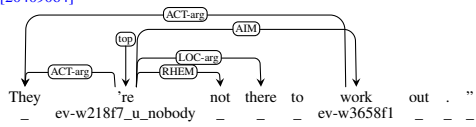
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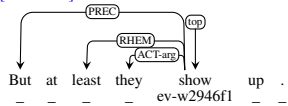
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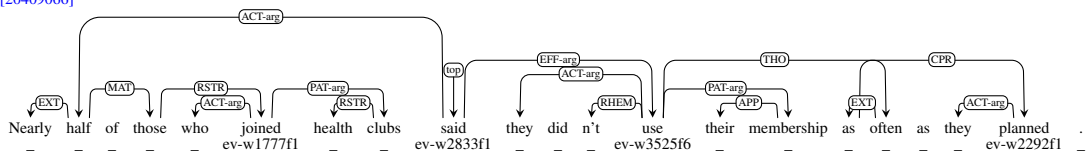
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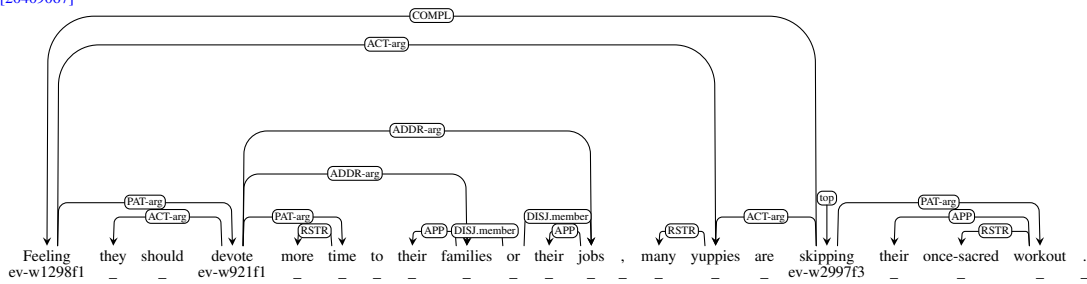
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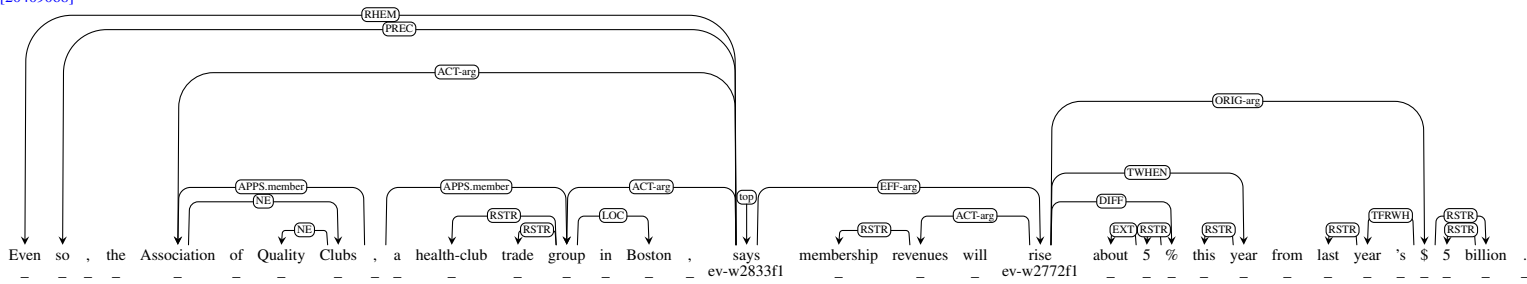
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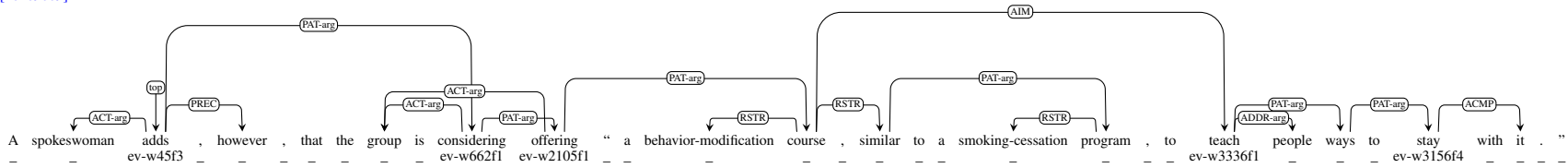
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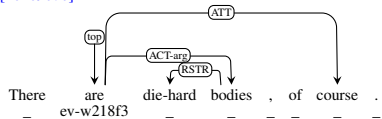
[20409068]



[20409069]



[20409070]



[20409072]

“ The emotional aspect is so draining , they needed a good workout . ”
_ _ _ _ _ ev-w218f2 _ _ _ _ _ ev-w1048f3 _ _ _ _ _

[20409073]

Perhaps the most disturbing finding is that the bowling alley may be an endangered American institution .
_ _ _ _ _ ev-w218f2 _ _ _ _ _ ev-w218f2 _ _ _ _ _ ev-w1144f1 _ _ _ _ _

[20409074]

The survey reported the number of people who said they bowl regularly has fallen to just 8 % from 17 % in 1981 .
_ _ _ _ _ ev-w2671f1 _ _ _ _ _ ev-w2833f1 _ _ _ _ _ ev-w331f1 _ _ _ _ _ ev-w1273f5 _ _ _ _ _

[20409075]

The American Bowling Congress claims a higher percentage of the public bowls regularly , but concedes its membership has declined this decade .
_ _ _ _ _ ev-w532f1 _ _ _ _ _ ev-w331f1 _ _ _ _ _ ev-w634f1 _ _ _ _ _ ev-w829f2 _ _ _ _ _

[20409076]

To find out why , the group recently commissioned a study of the past 20 years of bowling-related research .
_ _ _ _ _ v-w77_u_nobodyf1_u_nobody _ _ _ _ _ ev-w608f1 _ _ _ _ _

[20409077]

Three reasons were pinpointed : a preference for watching bowling and other sports on television rather than actually bowling , dowdy bowling centers , and dissatisfaction with bowling itself .
_ _ _ _ _ ev-w2279f1 _ _ _ _ _ ev-w3595f2 _ _ _ _ _ ev-w331f1 _ _ _ _ _

[20409078]

People who start bowling expecting it to be a pleasurable exercise “ have been generally disappointed , ” the report said .
_ _ _ _ _ ev-w3148f1 _ _ _ _ _ ev-w1239f1 _ _ _ _ _ ev-w218f2 _ _ _ _ _ ev-w948f1 _ _ _ _ _ ev-w2853f1 _ _ _ _ _

[20409079]

But not Richard Cottrell , a San Francisco cab driver who bowls in two weekly leagues .
_ _ _ _ _ ev-w331f1 _ _ _ _ _

[20409080]

He hit the lanes three years ago on the advice of his doctor .
_ _ _ _ _ ev-w1595f1 _ _ _ _ _

[20409081]

“ It ’s good exercise , ” he says .
_ _ _ _ _ ev-w218f2 _ _ _ _ _ ev-w2833f1 _ _ _ _ _

[20409082]

“ I ca n’t do anything score-wise , but I like meeting the girls . ”
_ _ _ _ _ ev-w1029f13_u_nobody _ _ _ _ _ ev-w1964f4 _ _ _ _ _

[20409083]

He says bowling helps him shed pounds , though that effort is sometimes thwarted by the fact that “ when I ’m drinking , I bowl better . ”
_ _ _ _ _ ev-w2833f1 _ _ _ _ _ ev-w1581f1 _ _ _ _ _ ev-w2918f1 _ _ _ _ _ ev-w3373f1 _ _ _ _ _ ev-w1061f2 _ _ _ _ _ ev-w331f1 _ _ _ _ _

[20409084]

His Tuesday night team , the Leftovers , is in first place .
_ _ _ _ _ ev-w218f7_u_nobody _ _ _ _ _