

Report 1954 Ball Sales As 2,648,908 Dozen

GOLF ball sales for calendar year ending Dec. 31, 1954 are reported by all members of Golf Ball Manufacturers' Assn. as 2,648,908 doz.

The figure is a little over 5 per cent larger than that reported by the Golf Ball Manufacturers' Assn. for the previous year. The association figures probably account for more than 90 per cent of all U. S. golf ball production, and an even larger percentage of the top quality balls.

As near as careful estimates can determine, the increase in ball sales last year was between one and three per cent less than the increase in number of rounds played in 1954 over 1953. The ball sales now indicate an average of one ball used per two rounds played. In the '30s, prior to present standards of ball cover toughness, paint, inner construction, and course conditions easier on the ball, ball sales averaged about one ball per round.

Greatest improvements have been made in top quality balls, about 70 per cent of which are sold through pro shops. Players have got a good break in longer life of the balls but with the market not

doubling since the '30s, and the retail prices being tightly controlled by competition and public acceptance, the situation, from manufacturing and merchandising viewpoints strongly calls for developing more golfers and more golf courses.

TRANS-MISS TURF SCHOLARS



TransMississippi Golf Assn., assisted by a grant from the National Golf Fund's Golf Day income, is financing two turf technology scholarships at Colorado A&M College. Trans-Miss directors each contributed \$50 and all of the \$10 per entry fees of the Trans-Miss Seniors' championship have gone into the fund.

The first two students here shown, are dining with Trans-Miss and school officials. L to R: Wright Erwine, student; N. C. (Tub) Morris, Trans-Miss sec.; Bill Tavener, student; Dick Braun, Cherry Hills director; Dean Robert Bates of Colorado A&M; and Prof. A. M. Binkley, head of the school's horticulture dept.

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