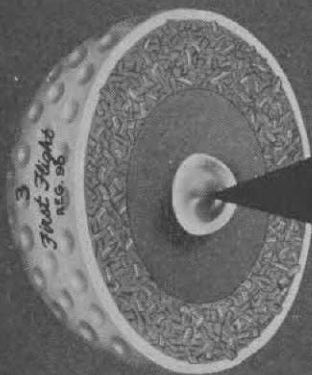


REVOLUTIONARY

STEEL POWER CENTER



First Flight

GOLF BALLS
LOADED WITH POWER

**SOLD ONLY
IN PRO SHOPS**

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on Personalized
First Flight
Registered
Swing Weight
Golf Clubs

FIRST FLIGHT Steel POWER CENTER Golf Balls, like the newest jet planes, get extra speed and stability by concentrating weight in the center.

The Steel Center is four times heavier, it is the first and only perfectly round center and cannot be knocked out of round. This stabilizes flight, reduces air resistance, increases accuracy and distance.

PROFESSIONAL GOLF CO. OF AMERICA, INC. CHATTANOOGA, TENNESSEE

Athletic Goods Census for 1957 Shows Golf Goods Big Leader

Athletic Goods Manufacturers' Assn., comprising makers of probably more than 90 per cent of athletic goods made in the U. S., has released its census report for 1957. Figures compiled by CPA firm of Ernst and Ernst show total sales of \$163,279,859 at factory selling prices including excise tax.

Golf equipment accounts for \$60,711,924 of the reported total. At retail prices, the golf goods would sell for around \$100,000,000.

At factory selling price, including excise tax, baseball and softball equipment in 1957 amounted to \$33,074,046 and athletic shoes were third in sales classification at \$22,073,466. Very few golf shoes were included in that section of the sport-goods sales.

Other classifications and sales: Inflated goods \$15,127,632; miscellaneous items, \$10,279,169; tennis, badminton and related equipment, \$8,359,231; athletic clothing \$7,450,235.

Breakdown on Golf Equipment

Figures on sales of golf equipment should be thoughtfully studied by pros. Total sales of golf balls were 3,046,808

doz., of which 1,814,953 sold at average of \$8.31 a doz.; 304,670 doz. in the second price group, and 927,185 doz. averaging \$4.36 per doz. at the factories.

Of the 3,599,123 irons reported as 1957 production there were 1,271,975 in the top price grade, averaging \$8.33 at factory prices including excise tax. There were 1,527,166 woods sold and of them 599,100 were in the top quality bracket, averaging \$11.71 at the factories.

Golf bag sales quantities were according to prices with the biggest sales being of the cheapest bags (310,959) at factory average of \$4.09. In the second grade, 283,753 bags were sold at an average of \$10.04. The next higher grade, ranging in factory price from \$15.01 to \$24 and averaging \$18.75, showed sales of 52,408. There were 33,339 top grade bags sold at an average of \$31.91.

Short on Teaching

College-trained pros are making a few shocking comments. One of them said at a recent PGA sectional meeting: "I know many professionals who know a great deal about golf but only a few who know much about the art of pedagogy. My little boy's first grade teacher has had much more education in teaching than I have had."