

# The money ball's annual report:

(or how we won \$3,000,000 more on tour in 1971 than any other golf ball)

TOURNAMENT	PRIZE MONEY	TITLEIST	WILSON	MACGREGOR	DUNLOP	SPALDING	ALL OTHER
Los Angeles Open	\$ 109,995.00	\$ 46,263.00	\$ 16,831.00	\$ 1,610.00	\$ 28,292.00	\$ 4,009.00	\$ 12,990.00
Bing Crosby Nat'l	134,883.00	54,153.00	5,773.00	14,663.00	11,390.00	3,914.00	44,990.00
Phoenix Open	124,980.00	74,094.00	19,796.00	1,279.00	5,157.00	13,224.00	11,430.00
San Diego Open	149,982.00	66,356.00	38,569.00	11,015.00	24,586.00	2,506.00	6,950.00
PGA Seniors	40,324.99	23,291.32	6,380.00	2,313.25	3,466.67	3,675.00	1,198.75
Hawaiian Open	198,432.00	135,623.00	21,996.00	4,359.00	19,660.00	2,607.00	14,187.00
United Ontario Open	25,038.00	11,099.00	4,438.00	379.00	5,387.00	2,316.00	1,419.00
Bob Hope Classic	139,975.00	72,187.00	10,976.00	12,478.00	1,728.00	1,484.00	41,122.00
Tucson Open	109,991.00	56,966.00	33,497.00	9,635.00	7,139.00	308.00	2,446.00
PGA Championship	201,389.00	92,781.00	33,980.00	47,294.00	14,295.00	5,745.00	7,294.00
Doral Eastern Open	149,890.00	107,333.00	14,209.00	5,873.00	7,904.00	10,104.00	4,467.00
Florida Citrus Inv't'l	149,798.00	87,317.00	1,455.00	15,127.00	5,770.00	5,299.00	34,830.00
Jacksonville Open	124,979.00	90,783.00	4,407.00	12,915.00	9,272.00	3,158.00	4,444.00
Nat'l Airline Open	199,983.00	156,603.00	5,941.00	3,298.00	5,316.00	14,705.00	14,120.00
Greensboro Open	189,968.00	117,480.00	33,499.00	2,392.00	23,993.00	8,447.00	4,157.00
Masters	177,376.00	82,767.00	11,650.00	42,300.00	16,742.00	12,592.00	11,325.00
Magnolia Classic	34,981.00	32,526.00	1,475.00	—	108.00	—	872.00
Monsanto Open	149,991.00	113,390.00	19,115.00	—	6,024.00	8,952.00	2,510.00
Tournament of Champions	162,599.00	74,787.00	2,320.00	33,000.00	17,530.00	25,520.00	9,442.00
Tallahassee Open	59,995.00	34,346.00	3,175.00	—	1,512.00	—	20,962.00
New Orleans Open	124,972.00	106,644.00	3,467.00	7,685.00	4,071.00	1,458.00	1,647.00
Byron Nelson Classic	124,972.00	72,538.00	4,621.00	26,333.00	4,242.00	5,030.00	12,208.00
Houston Champions Int'l	124,974.00	88,973.00	10,533.00	6,113.00	2,558.00	6,152.00	10,645.00
East Ridge Classic	24,988.00	21,761.00	366.00	1,562.00	1,161.00	138.00	—
Colonial Nat'l Inv't'l	124,982.00	78,427.00	8,603.00	2,297.00	10,562.00	2,888.00	22,205.00
Maumelle Open Inv't'l	24,983.00	19,842.00	2,555.00	100.00	1,424.00	—	1,062.00
Danny Thomas Memphis Classic	174,987.00	97,060.00	26,104.00	6,787.00	5,766.00	560.00	38,710.00
Atlanta Classic	124,943.00	66,109.00	4,774.00	22,021.00	14,667.00	6,453.00	10,919.00
Kemper Open	149,972.00	49,950.00	22,806.00	33,844.00	21,976.00	1,858.00	19,538.00
Kemper-Asheville Open	34,993.00	31,334.00	2,304.00	113.00	647.00	—	595.00
U.S. Open	154,199.00	60,053.00	14,159.00	23,960.00	11,556.00	3,823.00	40,648.00
Cleveland Open	149,987.00	82,665.00	39,479.00	3,000.00	7,710.00	11,485.00	5,648.00
Canadian Open	149,988.00	102,831.00	4,759.00	666.00	7,571.00	—	34,161.00
Milwaukee Open	124,981.00	77,265.00	14,145.00	4,314.00	25,476.00	3,543.00	238.00
Western Open	149,975.00	117,113.00	10,835.00	2,340.00	520.00	8,850.00	10,317.00
Westchester Classic	249,973.00	120,087.00	47,419.00	15,198.00	13,342.00	1,476.00	52,451.00
Nat'l. 4-Ball Championship	200,596.00	97,336.00	10,340.00	33,155.00	13,855.00	16,590.00	29,320.00
American Golf Classic	149,976.00	91,936.00	21,197.00	14,010.00	6,355.00	7,675.00	8,803.00
Massachusetts Classic	164,968.00	82,356.00	24,789.00	7,327.00	8,437.00	38,138.00	3,921.00
IVB Philadelphia Golf Classic	149,985.00	88,664.00	12,314.00	42,869.00	3,122.00	423.00	2,593.00
U.S. Professional Match Play	200,000.00	103,750.00	48,750.00	13,750.00	12,500.00	6,250.00	15,000.00
L&M Concord Open	59,989.00	52,926.00	949.00	132.00	—	132.00	5,850.00
Hartford Open	109,963.00	64,147.00	28,399.00	4,090.00	345.00	7,810.00	5,172.00
Southern Open Inv't'l	99,977.00	71,663.00	3,958.00	20,216.00	633.00	862.00	2,645.00
Robinson Open	99,980.00	75,809.00	2,861.00	190.00	4,252.00	190.00	16,678.00
Nat'l PGA Club Pro. Championship	99,784.00	36,186.00	27,154.00	15,679.00	5,729.00	10,488.00	4,548.00
Kaiser International	149,989.00	67,595.00	43,813.00	1,710.00	25,280.00	3,675.00	7,916.00
Sahara Inv't'l	134,981.00	70,690.00	21,118.00	685.00	8,143.00	2,828.00	31,517.00
Azalea Open	34,968.00	28,644.00	3,898.00	1,148.00	—	60.00	1,218.00
Sea Pines Open	29,988.00	23,239.00	3,284.00	762.00	780.00	592.00	1,331.00
Heritage Classic	109,987.00	67,311.00	7,036.00	11,747.00	13,919.00	975.00	8,999.00
Walt Disney World Open	149,981.00	79,393.00	15,957.00	35,431.00	2,437.00	171.00	16,592.00
Bahamas Nat'l Open	129,987.00	114,851.00	10,947.00	210.00	506.00	—	3,473.00
<b>TOTAL</b>	<b>\$6,723,517.99</b>	<b>\$3,939,293.32</b>	<b>\$793,175.00</b>	<b>\$579,374.25</b>	<b>\$454,813.67</b>	<b>\$279,138.00</b>	<b>\$677,723.75</b>
<b>PERCENTAGE OF PRIZE MONEY</b>		<b>58.6%</b>	<b>11.8%</b>	<b>8.6%</b>	<b>6.8%</b>	<b>4.1%</b>	<b>10.1%</b>

\*Source: Certified ball counts taken during the 1971 PGA Tour, 50 events, plus U.S. Open, Masters Championship, Canadian Open.

ACUSHNET GOLF EQUIPMENT

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# Titleist the money ball

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