

club connection now is recognized as a highly desirable spot for a smart pro merchant who will work and who gets the opportunity to do so under any reasonable sort of an arrangement that profits both him and his employer. The other answer is that store retail selling of golf goods usually can't stack up within three brassie shots of pro-shop selling where the average competent and alert man is on the job. At the store is a clerk who gets his clerk's pay so long as some business is coming in. At the pro-shop is a fellow who knows that if he doesn't sell the right thing, at the right price and time, to the right person, the wife and kids and he are going to have to do without something. It makes all the difference in the planetary system.

Pros at private clubs have reached out and gathered in a fair amount of pay-play course business this year. Easing up on trade tournament and greens-privilege restrictions at the private clubs have brought new trade to the private club pro-shop. Free lessons given with purchase of clubs, club sweepstakes in addition to the ball sweepstake events, punch-boards when permitted, and all other sorts of trade inducements have been used by the alert pros to keep their 1932 business much nearer normal levels than has been the case with the nation's business in general or the sporting goods business in particular.

Sales to Women Helped

Women's continued growing interest in golf got more sales and service attention than ever before from the pros. A few of the brainy experimenters sold expensive matched sets to women by getting them to buy the mid-iron, mashie, mashie-niblic and niblic early in the season and then selling them the rest of the set month by month after the shock of the first outlay of money was forgotten.

More interest in instruction naturally went along with this necessity of fighting off the sheriff by keeping up shop sales. The pros were impressed with the close connection between competent instruction and business-like shop operation in 1932 more than during any other season. Club officials and members who saw any indications of sluggishness in either one of these essentials of pro department operation were not at all backward with comment about the availability of talent to replace the indifferent ones. This, of course, put a wholesome amount of pepper into places where it did good.

There remains a good month for clean-outs by most of the pros in the northern and central states. With the boys quite aware of how they have struggled right side up through the worst business season in American commercial history, it is to be expected that they will complete the job of getting an early start for 1933. The indifferent brother who expects to coast through a hard winter or the weak one who thinks he is whipped now had better snap out of it during the few weeks of the dying season, or else . . .

In the meanwhile the bright laddies will be getting set so they can plan for 1933 without the handicap of hangover from errors of omission or commission during this departing season.

Golf Ball Liquidation Gives Bright 1933 Promise

REPORTS FROM golf ball makers indicate that liquidation of surplus stocks of golf balls has been rather satisfactorily accomplished despite generally sluggish action in sporting goods market.

Stocks of the old "larger and lighter" ball with which the makers were stuck plenty by the official mandate making that ball practically obsolete have been cleared out at prices as low as \$1.20 a dozen retail. Although the pros felt the effect of these clearances, they were able to buy balls at prices which enabled them to meet this competition and bring ball business back to the pro shop. Most serious sufferers from the clearance sales were the department stores that had been cutting into the pro ball business by knocking off a nickel or a dime from the pro shop standard prices of well known balls. Prices got so low these stores lost their exclusive command of the cut price ball market.

There have been some outspoken statements to the effect that the ball manufacturers won't get caught again by a combination of legislation and enthusiasm. Early forecasts of manufacturing schedules show a conservatism that may make a shortage or delay in shipment of leading brands of balls not altogether improbable in 1933. A lot worse things could happen to both the manufacturers and pros.

Another detail of the situation that promises the ball market won't repeat on its 1932 misery soon is the fact that smaller manufacturers of balls got caught over the barrel this year and were paddled to death. That such a fate was possible

Codeball on the Green

*A recreation akin to golf—
the modern and fascinating
All-American kicking game*

Here's a proven revenue-getter for golf clubs—healthful enjoyment for golf widows and orphans

Sanctioned by the A. A. U. in 1929.

Among recent installations are courses at:

- Foster Park, Ft. Wayne, Ind.
- North Manchester College, No. Manchester, Ind.
- Picturesque Swope Park, Kansas City, Mo.
- Woodside Golf & Country Club, Des Moines, Ia.
- Foster Park, Kokomo, Ind.
- Lincoln Park, Rock Island, Ill.
- Sportsmens Golf Club, Indianapolis, Ind.
- University of Indiana, Bloomington, Ind.
- Stadium Hills Golf Club, Ann Arbor, Mich.
- Community Park, Dayton, Ohio.
- Golf Perfection Fairways, Toledo, Ohio.
- City Parks, Louisville, Ky.

WESTERN UNION

Codeball Co. of America, July 28, 1932.

11 South LaSalle Street, Chicago.

Codeball went over with a bang this afternoon at public demonstration at Stadium. Hundreds played and were most enthusiastic. People clamoring for more. An announcement that sets would be located in cities parks brought dozens of inquiries as to when they would be installed. Can you rush us another set?

M. H. HODGE,
Supt. of Recreation,
Rock Island, Ill.

Write us at once for detailed information.

CODEBALL COMPANY of AMERICA

11 South La Salle Street
CHICAGO, ILL.

seems unbelievable to ignorant outsiders who have the curious, erroneous idea that a golf ball involving up to 72 processes in its manufacture, really only sets back its maker a few cents. Golfers have bought many balls for far less than manufacturing cost in 1932.

Prices on the 1933 lines of some of the club manufacturers also are stiffening. Buying and manufacturing of new goods this year was cautiously done. The heavy work was on liquidation of 1931 and early 1932 vintage goods. Strange thing about this liquidation was that higher priced goods went well at moderate cost but it took hypnotism, expensive advertising and the strong arm to get rid of the cheaper stuff. Even then it could hardly be given away.

Early debuts of 1933 lines of clubs show one of the other major makers presenting a flanged sole line of irons and another manufacturer doing some "feeling out" among pros on an interesting departure in woods which makes use of design principles emphasizing head-heaviness.

It may be that 1933 will see some slight changes in steel shaft manufacture but according to present indications nothing revolutionary is in sight. Steel has the shaft situation mastered to the popular 99 44/100 per cent extent. The public with only few exceptions, won't go for anything else. And it's the public that's playing the music for this dance.

Government Takes Pro Trade as Cut-Price Competitor

NATION'S BUSINESS has been running some editorial comments on the encroachment of Federal government into the legitimate fields of private business. The righteous, logical complaint brought some interesting examples of the government messing into the "buy-it-wholesale" racket at the ultimate expense of the taxpayers who used to be considered as entitled to at least a 75-25 break from their rulers.

One of the instances cited by *Nations' Business* is old stuff to the pros. From one letter to Merle Thorpe, editor and publisher of the magazine:

"A banker friend of mine, with whom I play golf, bought a new set of ——— clubs. I asked him if he got them from a professional or from a downtown shop. He smiled a knowing smile as he said, 'No, I got them from the Army store through a friend and they cost me only half price.'"

Pros and dealers have no loud howl