

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 enjoy-
ment 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, Indianap-
olis, Ind.
University of Indiana, Blooming-
ton, 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

about Army post stores supplying army or navy men and their immediate friends with golf goods, even though the army and navy members get special low rates for membership at private clubs. But when the store gets clubs for less than the pro pays for them and then supplies the market indiscriminately, it's high time for a show-down.

PGA Innocent of Part in "\$50,000 Gamble"

OFFICIALS of the PGA early in August broadcast a denial that the PGA was interested in a "\$50,000 drawing" on the PGA championship at St. Paul. Tickets were sold to pros at 50c per to be resold at \$1 by agents who implied that the PGA was officially interested in the enterprise. In some cases the agents themselves were victims of misplaced trust.

Business administrator Gates in a press service interview at Chicago was vehement in stating the PGA efforts were to eliminate gambling from any of the association's championships.

Efforts to locate actual promoters of the

"\$50,000 drawing" were ineffectual, which indicates that the \$50,000 probably was only story book money.

Professional gamblers are continually attempting to chisel in on golf, without success. That long-distance mail swindle of 1930, engineered by British gamblers, when more than \$200,000 was mailed to England as American wagers on the British open, must be a vivid memory to the Yank sharpers who would like to have pocketed that sucker money. The British recipients of American money, it may be recalled, never paid off and left no forwarding address.

Pros Express Need of Contract Standard Form

ONE of the needs expressed by a number of pros is a standard pro employment contract form acceptable to the PGA and USGA. Pros and clubs both usually are at sea in preparing such forms. Many pros maintain that longer contracts should be in force as short term agreements are not advantageous to either club or pro.



IMPORTED DUNLOP

FOUR CLASSES OF BALLS

Imported Dunlop
Dunlop (made in U.S.A.)
Dunlop Warwick
Warwick 35

Four Dunlop balls to bring and keep
the golf ball business in the pro's shops.