

meant the equivalent of a thousand rounds of week-day hit-and-run fee play with its course and clubhouse damage and inconvenience.

Hope is seen in the Chicago situation by the Century of Progress world's fair of 1933 which will bring thousands of golfers into the Windy City. This influx of golfing guests promises to help both fee-courses and private clubs get back on a steady keel so far as green-fees are concerned.

Much national interest among fee-course owners has been aroused by the Chicago owners' efforts to work themselves into a safe, sane and sound position. A number of owners have expressed the opinion that the time now is right for forming a national association of fee-course owners with the present Chicago Daily-Fee Golf association as a nucleus. Investment in daily-fee golf plants in the U. S., at a minimum estimate, is \$75,000,000. That a business of such magnitude and such serious general problems is without national organization is in itself an indication of

what is wrong with the fee-course business.

Fee-course owners who are interested in formation of a national organization are invited to write Herb Graffis, editor, GOLFDOM, their thought on the matter. We have plenty to do as it is, but will willingly devote ourselves to the additional labor of helping the fee-course owners get together, so a vital part of the golf industry can work out its salvation.

False-Face Golf Balls Newest Gyp for Trade

REPAINTED ball business, which used to be one of the honest, simple pleasures of the fellow who carries his own bag, has been turned tricky by the forced liquidation of standard brand golf balls of the obsolete "larger and lighter" specifications and by the leading makers of golf balls putting into their lines new balls from the core out to sell three for a dollar or even as low as a quarter per.

The racket that begins to threaten is that of buying old golf balls, re-covering them and selling them as strictly new balls at a price that will mislead the bargain hunters.

Whether or not the laws of the land will cover the process of re-covering balls that have laid at the bottom of creeks or deteriorated in other spots, sufficiently to make it mandatory that each re-covered ball shall be marked "reprocessed" is something that hasn't been decided. If there is a legal technicality that avoids this plain branding, then you may look for a flood of cheap reprocessed balls in 1933. They will have names that will come as near to those of the standard brands that the law will permit. Many a sucker who thinks he is getting something first class for little money will lay his silver on the line for these dead balls. It is bound to cut into the business of the pros and the first class manufacturers unless the law steps in or the customers can be warned in time, or sufficiently.

Such reprocessed balls, by the very nature of their insides, are poor seconds to the lowest priced balls of the standard brands. However, the low price paid for used balls and the cheapness of the re-covering materials and process used in the enterprise allows the reprocessors a longer margin of profit that can be used in promoting a masquerade business.

WORDS OF WISDOM

IN an inaugural speech as president of the Massachusetts Golf Ass'n recently, Charles H. Cross pointed out an evil of present-day club operation policies that should be eliminated for the good of the clubs and their members. Cross' wail was against the practice of reduced green-fees.

He pointed out that clubs which permit uninvited guests to have unrestricted use of course and clubhouse on payment of nominal green-fees, often \$1.00 or less, were doing their members no favor. He predicted that the practice if persisted in would eventually lead to golfers giving up their private club affiliations, since if able to play at any course they chose for a nominal charge, there would be no advantage to belonging to a club.

Another reason for leaving green-fees where they belong, as Cross pointed out, is that returns for last season show those clubs maintaining their fees at pre-1932 levels came out financially as well off as their neighbor clubs that cut fees.
