

TRADE NOTES.

A representative of the BASEBALL MAGAZINE while in Cincinnati last month called on that well-known sporting goods manufacturer Hugo Goldsmith, one of the four Goldsmith brothers conducting the business under the old established firm name of P. Goldsmith's Sons. One having the opportunity of being shown through this five-story establishment, soon observes why the Goldsmith concern can turn out the high-grade baseball, football and other athletic material for which they are famous.

The factory itself covers one block—223 ft. x 100 ft. I saw in one room 5,000 dozen \$1.25 baseballs—the official ball of the Goldsmith Co. They never let their stock of best baseballs get below 5,000 dozen, namely 60,000 league balls, valued at \$75,000 retail. This is the regulation ball and any professional organized ball game played with this ball is a legal game and all records made therein are included in the official records of O.B. One unique feature of this Goldsmith ball is that it is guaranteed not for 9 innings, but for 18 full innings.

I saw 200 employees working inside the factory and there are over 500 outside workers in their homes—women and girls who sew baseballs for this big concern.

I saw throughout this up-to-date factory not only the latest machinery devices for making gloves, athletic goods, clothing, etc., but there were also electric cutting machines, machines for sewing names on bathing suits, Jerseys, etc. Some machines were the inventions of the Goldsmith people—special machinery for winding and unwinding yarns. These machines will use up 300 lbs. of yarns per day. I watched machines making nothing but Jerseys and athletic hosiery—some of the stockings have several colors.

In these days of scarcity in raw materials brought about by the European conflict, the Goldsmith Co. has suffered as others. They are paying for their dye stuffs, and especially for yarn, an increase of 40 per cent. Yet, they have kept the catalogue prices and the prices of articles charged by the retailer, down to their former standard. How long they will be able to do this, no one knows.

Boys and semi-pro players who are familiar with the silver embossed trade-mark of the Goldsmith brands would spend considerable time in the factory, watching the special stamping machines used there. The embossed silver stamp is a lasting trade-mark. Near the stamping machines is one of the most complicating machines in the place—used exclusively for measuring the number of square inches in a leather hide. As most every fellow knows, a leather hide has edges as irregular as the coast of Maine. Run a hide through this machine that looks not unlike a wash-wringer, and when the hide is passed entirely through, the number of square inches in it is determined to an accuracy.

The Goldsmith people stated that last year was one of the biggest business years in their

(Continued from page 108)

TRADE NOTES.

(Continued from page 106)

career and they expect 1916 to surpass 1915. They are planning to launch next year a complete line of golf material. They already make tennis goods, striking bags, boxing gloves, bathing suits, Jerseys, footballs, basket balls, playground balls, etc.

One of the newest things in the Goldsmith line is the "Finger Grip Depression," which is now a feature of the big catcher's mit, selling for \$5 and up. These mits are so made that the tips of the fingers can sink into the mit and give a catcher an unusual strong hold on the glove itself. This same "Finger Grip Depression" is now made into the first baseman's mit "B. K. model."

I wonder if the boys who buy the Goldsmith ball know that every ball is inspected seven times in the process of its making, and after it is entirely made it is inspected four different times before it is shipped from the factory. The Goldsmith stitches are red and black. And, as stated above, it is the only ball used in Organized Ball under National Agreement rules which is guaranteed for 18 innings.

The Goldsmith people take a good deal of pride in the fact that their business allows them to give employment to a great many different classes of people. There are cripples—men with one leg and men who could not obtain employment in but very few other lines, and whom the Goldsmith people are assisting.

In addition to these deserving people the Goldsmith monthly payroll includes sums paid to over 500 women and girls who are prevented from leaving their homes in the nearby districts in Cincinnati, but who nevertheless are able to do work at home and send same to the factory.

In every baseball the person's number who sewed on the cover is placed just inside the cover and the date the ball was made. The best Goldsmith ball contains a Para rubber centre. It is 80 per cent resiliency. That is: Hold it 5 feet from the ground—drop same and it will rebound to the height of 4 feet—or, in other words, $\frac{4}{5}$ the distance from which it was dropped.

I am certain that any reader of the BASEBALL MAGAZINE having occasion to visit Cincinnati will enjoy the two hours necessary to visit the Goldsmith factory, where the Goldsmith family of four brothers—Hugo, Oscar, Edgar and Emile—are usually on hand, welcoming visitors to their interesting factory. The Goldsmith people deserve all the credit they enjoy for making a fine, high-grade, honest line of sporting goods, with, of course, baseball material as the leaders in the line.

The BASEBALL MAGAZINE has just received several copies of the latest Spring and Summer catalogue issued by P. Goldsmith & Sons, of Cincinnati, makers of all kinds of high grade baseball paraphernalia.

(Continued on page 110)

TRADE NOTES.

(Continued from page 108)

This is one of the handsomest colored catalogues that has reached our office in some time. The catalogue is brimful of most attractive designs and cuts, many of same showing fielders' gloves and catchers' gloves in their true colors. Different colored cloths for baseball uniforms are pictured in this catalogue in their true colors.

Any boy or semi-pro ball player desiring one of these latest catalogues can doubtless obtain one free by sending a postcard with his name and address, to P. Goldsmith & Sons, Cincinnati, O. Dealers everywhere who carry the Goldsmith brand of sporting goods doubtless have a supply of these catalogues and will give one free to an amateur baseball player.

A REAL INDOOR BASEBALL GAME AT
LAST

Our attention has recently been called to a new indoor baseball game called the "World's Series" Baseball Game. It is made by a Boston concern and seems to have many features which will be of interest to all lovers of baseball.

On the World Series Game the players can pitch a straight or curved ball, sacrifice, bunt, steal bases and perform many other offensive or defensive plays entirely at their own discretion, all of which throws the game open to the skill and knowledge of the individual players playing the game.

We understand that in several cities indoor baseball clubs have been started, and as Manager Corrigan, of the World's Champion Red Sox, expresses it "it is just the sort of a game baseball fans have been looking for."

As a means of trying out the different plays, or as a means of teaching the National Game to others, we believe that the "World's Series" Baseball Game will fill a long felt want among people interested in baseball.

Another good feature about the game is the fact that the game sells for only 50c at dealers, or 60c postpaid by mail, which brings it within the reach of everyone. The makers are located at 74 India street, Boston.

The A. J. Reach Co., Phila., has added two new lines to its list of well-known Reach Quality products—Tennis Goods and Golf Goods.

The years of experience of this Company taught them that the real true athlete requires the highest standard of quality in all of the materials used in playing the various games.

Tennis Games are largely influenced by the quality of the ball. The Reach Co. had to have the best and is now offering the Reach Paramount Tennis Ball. This ball has been approved by the United States National Lawn Tennis Association—that means it must be right.

The Whippet Golf Ball created a sensation last season—it is a decided success, so following the Reach Policy of securing the best, they purchased the manufacturing and selling rights from the former makers. All Golfers

(Continued on page 112)

TRADE NOTES

(Continued from page 110)

know of the Whippet Balls. In addition to this ball which will be made in five styles, a high grade line of balls will be manufactured under the Reach trade-mark, and will be known as the Reach Paramount Golf Balls.

DRAPER-MAYNARD

The new Draper-Maynard catalogue which is now in the hands of sporting goods dealers carrying the D. & M. goods, shows many illustrations of famous major league stars who own and use D. & M. gloves, etc.

Any boy who is planning his 1916 baseball purchases of gloves and the like, will do well to glance through this catalogue and note the nationally famous stars who own a D. & M. glove. Here are a few of the players: Duffy Lewis, Grover Alexander, Cravath, Honus Wagner, Sam Crawford, Jake Daubert, Maranville, Evers, Maisel, Herzog, and there are still many others. Doubtless the D. & M. Co. will send one of these new catalogues to any readers of this magazine who are planning the purchase of baseball goods and who care to write in to the D. & M. Co., of Plymouth, N. H.



LA84
Foundation