Reduce Mowing Expenses with Budd Mower Blades


Manufacturers any more. Each manufacturer has been put on the spot by under-cutting competition. Consequently all store suppliers become parties to hammering down the store retail prices. These manufacturers have told us that they are beginning to work on pro lines for 1932 and contemplate radical changes of policy to make the pros their preferred dealers.

A Better Break for Players

Prettiest part of the picture is player protection when the manufacturers and the pros get together in bracing the golf goods price structure against the wrecking activities of today's transient mob of price pine-appliers. Now the customer is having his money taken under false pretenses. Today cut-price balls vary in weight from 1.40 to 1.73 and we have had the pleasure, several times, of easily breaking the shafts of cut price clubs, just to make quality believers at spiritual seances. The buyers of the "bargains" are getting the trimming of their innocent lives. Really reputable merchandise also sold by the cut price gyps is benefiting none by association with the junk the chiseling stores also handle. The ephemeral profits are not worth a tiny fraction of the risk to the good manufacturer.

Every phase of the situation makes it obvious that the profit future of the golf playing equipment business requires an immediate and whole-hearted co-operation of manufacturers and pros in checking the present unrestrained operations of price demoralizers.

SPALDING SPEEDY WITH 1931 GOLF GUIDE

Ten days after the conclusion of the 1931 National Open the 1931 edition of Spalding's annual Golf Guide was on sale. The book is a standard of accuracy and thoroughness and should be in every clubhouse and pro shop as a most convenient and convincing arbiter of golf arguments. The dope on this year's National Open and the Ryder cup matches brings the book right up to sporting-extra timeliness.

A registry of hole-in-one performers occupies a substantial section of the book, and establishes a lasting and national claim to fame for those fortunate few.

EXPERT, PRACTICAL advisory service on course maintenance problems is available to a few clubs in the Middle West. Consultant is internationally known as successful greenkeeper and course conditioning expert. Moderate fees for service and a practical, complete report that will help your own greenkeeper with his problems. Write brief outline of your conditions in writing regarding an inspection of your course. Address GREENKEEPER, care of Golfdom, 205 W. Wacker, Chicago.

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