NEW Lower Prices—NEW Sizes—NEW Features

Now no club need put up with a substitute for the Hofmann. Radical price reductions amounting in cases to 33⅓%, and a range of 4 sizes enable every club to own a Hofmann, Sr. Distributor

Always a good buy, today it's a great buy—with its many outstanding features, improved construction and new Automatic Control feature which automatically stops the feed when the machine stops. No club should be without it.

The Salem Tool Co. - Salem, Ohio


SCHAVOLITE PLANS BIG DRIVE ON NEW CLUBS

Long Island City, N. Y. — Schavolite Golf Corp., through an arrangement with the General Electric Co., is making drivers, brassies and spoons of G. E.'s Textolite, a new material made especially for golf club heads. This material is molded under intense heat and pressure and is impervious to heat, cold and warping, Schavolite states. The shafts are molded directly into the clubheads. Uniformity of the molding operation is claimed to result in perfectly matched sets.

Two prices of clubs are in the line: the popular priced woods, selling at $6 for single clubs and $20 for a set of driver, brassie and spoon. Wm. Curtis, vice-president of the company, states that a policy of price maintenance is being strictly adhered to, so the pros can make use of the line in caring for the lower price demands of the trade without being burnt by the price-hacking of stores using the line as a bargain lure.

Schavolite and General Electric also are working on a line of iron clubs to have inserts of Textolite in the faces. Preliminary showing was made at the Chicago sporting goods dealers’ convention.

A Hand Propelled power operated double reel machine for renovating, cultivating, disking and conditioning Greens and Fairways

2 sizes, 12 in. and 20 in. cut, capacities, 1 and 3 acres cut and cross cut a day.

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