

for a manufacturer who is careless about his future, will split his commission with the sharp shopper. The result is that when service is needed on the equipment, the margin of profit left the maker or agent who fell for the bargain-hunter is too small to permit any service operation. The hard use golf course equipment gets and the good-will importance of golf club emergency calls, make it certain that the club buying just so much assembled metal as equipment, eventually is guilty of a waste of its members' money represented by lost operating time and inevitable heavy costs of repairs."

HALLELUJAH! ANOTHER SOUL SAVED FROM CUT-PRICE HELL

Bill Curtis, vice pres., Schavolite Golf Corp., is a bright, busy young man who was cautioned by GOLFDOM that he would be given a burning this year by the price-cutters who would injure his price structure and relations with good dealers unless he kept the wrecking crew under control.

Curtis writes GOLFDOM'S editor:

"I am attaching a sheet outlining our policy concerning price-cutting. Now that you have been doing all this belly-aching about price-cutting for the last several moons I hope you are satisfied. Of course, I expect you will have another grouch on for the pros, but this will have to be fought out when I get out there next week."

The Schavolite bulletin puts it right up to the pros to squawk to company headquarters if there's cut-price competition, and jibes with the recommendations made by the Merchandising Committee of the P. G. A. The bulletin says:

"Since the inception of this company it has always been our policy to maintain retail list prices at all times, and we hasten to take this opportunity of confirming our belief that price-cutting is an evil that works unfairly, not only to the professional who is the legitimate builder-of-golfers, but

to all other high grade merchants as well. We ask you as a protection to both you and ourselves to please advise us of any unfair price-cutting on our merchandise by sending us copies of advertisements appearing in your local newspapers or other information which you may be able to procure, and we pledge ourselves to cooperate with you by immediately taking such steps as are necessary to stop same.

"Your support and co-operation in helping us to combat this evil will be personally appreciated by the writer.

"W. J. CURTIS, Vice-Pres."

ELECTRIC EQUIPMENT MAKERS HOSTS TO CHICAGO MANAGERS

At the invitation of the Public Service Company of Northern Illinois, over fifty club managers and officials attended a luncheon held on Nov. 2 in the employes' cafeteria of the Edison General Electric Appliance Co., Chicago. The purpose of the meeting was to demonstrate the latest developments in electrical cooking, ventilating and refrigerating equipment.

Cooperating manufacturers were: Edison General Electric Appliance Co., Chicago, showing a representative portion of their electric cooking equipment; Waters-Gener Co., Minneapolis, showing Thermotainer cabinets and kitchen units; Frigidaire Corporation, Dayton, Ohio, and General Electric Co., Schenectady, N. Y., showing refrigerating units and cabinets; and the Ilg Electric Ventilating Co., Chicago, showing several models of ventilating fans.

After lunch, which had been prepared on electric apparatus while the managers watched, Grant Call, house-chairman of the Riverside (Ill.) C. C., gave a short talk on the economies his club has secured by the installation of complete electric kitchen equipment. Following Mr. Call's report, the guests inspected the various displays and indicated by their reluctance to leave their intense interest in electrical apparatus as the probable answer to many of their kitchen miseries.

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