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The Salem Tool Co. - Salem, Ohio



Schavolite office force, with William Curtis, v. p. and sales mgr., in the center.

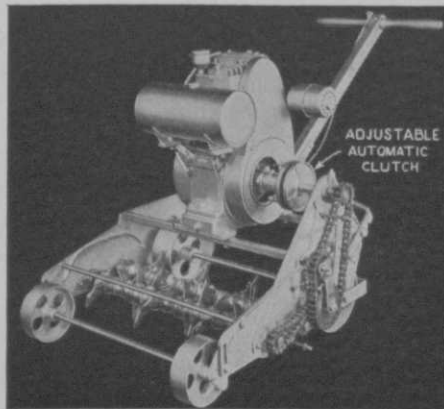
SCHAVOLITE PLANS BIG DRIVE ON NEW CLUBS

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.



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