



IT'S A VULCAN

It's a VULCAN Driver, model V-37—steel or hickory shaft—one of a SET O' THREE, Driver, Brassie and Spoon, with colorful More-Yards face inserts. Blue for the driver—green for the brassie—and red for the spoon. To retail at \$10.00 each. \$30.00 for the SET O' THREE—a remarkable value.



There are dozens of splendid models in the VULCAN line of woods and irons—great favorites among the pros.

Use the coupon below to secure full description of all models.

Vulcan Golf Company
Portsmouth, Ohio, U. S. A.

VULCAN

Clubs of Character for Every Golfer

VULCAN GOLF COMPANY,
Portsmouth, Ohio.

Gentlemen:—Send me your 1929 catalog and plan for the Pro.

Name

Address

Country Club

cided to offer One-Day-a-Week Playing Rights at a ridiculously low price. This plan has been in successful operation in England for some time and we are sure it will appeal to you.

Set aside one day or afternoon which will be your golf day each week. Buy your playing right for that day, which will permit you to play as many holes as you want every week on that particular day. You can play any time during the day, but it must be the same day each week.

Playing rights, which include use of the clubhouse, lockers, showers, lounge, etc., without extra charge, are as follows:

Each Monday—\$10.00 for the entire season.

Each Tuesday—\$12.00 for the entire season.

Each Wednesday—\$15.00 for the entire season.

Each Thursday—\$15.00 for the entire season.

Each Friday—\$13.00 for the entire season.

Each Saturday—\$25.00 for the entire season.

Each Sunday—\$30.00 for the entire season.

Season Membership—\$100.00 good any day during the entire season.

The approximate playing season is April 15 to November 15—7 months or 31 weeks, making it possible to play for as little as 32c per day of play.

Playing rights for more than one day may be purchased. For instance, you can play Mondays and Thursdays, or Tuesdays and Fridays, every week of season for \$25.00, the same price as for Saturdays alone. Any other combinations are possible.

One-Day-a-Week playing rights will not be good on the following holidays: Decoration Day, Fourth of July, Labor Day, and Columbus Day.

Here's something for the manufacturer of good golf merchandise to consider when he is comparing pro shop distribution with distribution through department stores: "Department stores and store chains are determined that their own labels shan't play second fiddle and refuse to build goodwill for any outside product—except under the compulsion of continuous and overwhelming demand." There is good logic from a copyrighted advertisement of the American Weekly.

The pro is content to cash in from teamwork and to give it. Big business through the pro shops doesn't mean the manufacturer is simply increasing the temptation for his outlets to control his destiny and submerge his identity.