

Vulcan Staff in Yearly Conclave



SALES FORCE AND FACTORY EXECUTIVES Vulcan Golf Company, Portsmouth, Ohio

Left to Right: First Row—Russell Mattern, Philadelphia; H. L. Winkler, Washington, D. C.; Edward Blakeley, Birmingham, Ala.; W. E. Hoyt, Columbus, Ohio; Don Bush, New York City.

Center Row—K. H. Hanks, Kansas City, Mo.; J. H. LaSance, Los Angeles, Calif.; H. J. Nichols, Advertising Counsel; Virgil Motz, Dallas, Texas; N. E. Brainard, Fort Wayne, Ind.

Last Row—F. R. Schmaus, Office Mgr.; B. R. Gibler, Gen. Mgr.; A. L. Mercer, Pres., Vulcan corp.; Allen Heeter, Chief Designer; C. W. Custenborder, Factory Mgr.

VULCAN GOLF CO. of Portsmouth, O., assembling its golf salesmen for its annual sales conference, held this time Jan. 30, 1929, at the factory, confidently gazed at the prospects for 1930, planned the plays, went over the signals and called it a good day. Reports from the Vulcan salesmen indicated that whatever moaning or alibiing is being done by other fields about the market crash as an adverse factor in 1930 businesses doesn't hold good in the golf market. California and Florida pros should be the first to keenly feel any slump resulting from the market, but in these sections this fall and winter Vulcan business has been far greater than ever

before, with re-order volume at a good gait.

In other sectors the Vulcan business for 1929 was reported as highly satisfactory and the organization feels that it has built a satisfying foundation for pro business. The new line Vulcan presents for 1930 made its bow at the meeting.

B. R. Gibler, general manager of the company; A. L. Mercer, president of the parent corporation; C. E. Dowling, purchasing agent; Treasurer Van Camp, Production Supt. Brunson, and H. J. Nichols, advertising counsel, were featured speakers at the meeting and at the annual banquet which concluded the session.

When a newspaper advertises its golf news in the advertising business magazines as an indication of how the newspaper stands with the real buying power of the community it is a hopeful sign that golf is due to come into its own in publicity. The *Boston Evening Transcript*, advertising in *Printers' Ink*, features Linde Fowler golf news as a significant detail of the paper's interest to the reader who is a real buyer.

"A natural lake of clear water on a golf course is a thing of beauty. An artificial pond of muddy or stagnant water is an

abomination. Dam the architect, but not the streams which go dry in summer."—

PRESIDENTS!

Send us promptly the names of your 1930 Green-chairman, Greenkeeper, Manager and Pro, so that they will receive GOLFDOM, free each month.