



MAYBE HE NEEDS A NEW SET OF CLUBS!

Keep your weather eye out for the fellow who comes in to buy **one** golf club. He's probably struggling along in the high nineties, fighting his game every day. It's a hundred to one guess that what he really **needs** is a full set of matched woods and irons.

Show him a full matched set of VULCANS. Let him heft them. Get him to drive a few balls into your practice net, using each club in the set. That's about all the selling you'll need to do, and he'll thank you for straightening him out. You'll make a good friend, and a tidy sum of money.

There's a wide selection of matched irons in the VULCAN line—sets of eight or five—and there are eight VULCAN Wood models matched in SETS O' THREE (Driver—Brassie—Spoon). And the VULCAN price range—\$5.00 to \$25.00 for the Woods—\$3.75 to \$9.00 for the Irons—primes you with a model and a price for all comers.

Get a copy of our latest catalog. It illustrates and prices every VULCAN model. Use this coupon as a convenient way to send for it. Vulcan Golf Company, Portsmouth, Ohio, U. S. A.



VULCAN

Clubs of Character for Every Golfer

VULCAN GOLF CO.,
130 Second St., Portsmouth, Ohio.

I want to study your latest catalog. Hurry it along.

Name

Country Club

City..... State.....

golf club. Such an outfit, perfectly suited to club use, may be obtained at a cost of about \$450.00. Operation of the outfit is simple. The manager or the professional easily could "cover" the local events, or have any one of their assistants with normal intelligence handle this work for them, and do it right. Instructions from the various committee heads regarding the films to be "shot" could be passed on to the manager or professional, depending upon the circumstances, and suggestions as to the length of the film and the points to be featured passed on to the man who is to take them. Announcement on the club bulletin board or in its mail matter that the films would be shown on a certain date would be sure to bring out a crowd.

Naturally, in view of my business connection, I have given the use of home-made movies at the golf club some study and feel confident of a rapidly increasing use of these movies, but it is only human to suspect that I might be the victim of undue enthusiasm so I suggest that the manager and house chairman look into the matter for themselves. I can only say that if their investigations impel them to put in movie equipment at their club they are engaging in a golf club interest-building and business-promoting activity that has yet to fail to pay out profitably in increased meal service volume at the club.

If It's Not Right, It's Your Own Fault

THE Ashland (O.) C. C. has managed its entertainment program so no one has cause for complaint. Early in the season the club issues an attractive booklet giving the entertainment schedule from July 1 to December 31. Golfers' breakfasts, bridge and sewing luncheons, children's parties, dances, stag parties and dinners are listed and each event has different hosts or hostesses.

Each unit of the party pilots tries to stage a better party than all the competition and the roster of the entertainment sponsors includes as nearly as possible every one active in the club.

HAS NEW GOLF PRACTICE BALL FOR HOME USE

Detroit, Mich.—Paul Turner, 1129 Book Bldg., is marketing an ingenious indoor golf practice ball of hollow moulded construction. The ball is of regulation size.