Price lists are issued at regular intervals is your greens committee on our list?

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We will exhibit at the International Golf Show, Hotel Sherman, Chicago. March 12-17, 1928

We have published pamphlets from time to time, some for the members and some for the caddies, and we feel our efforts have not been entirely in vain, as we have received, both by word of mouth and by letter, commendation and encouragement to continue our efforts.

It would seem the W. P. G. A. has a great opportunity to continue this work and impress upon its members the importance of keeping in mind that all caddies are someone’s sons, and that a good example and kind treatment should be accorded all, thereby helping these manly little fellows to grow into good citizens and remember us kindly.

Golf is a fine sport for bringing out the best in a man and should be a fine school of example for all boys.

A Pointer for the Shop Pro

The decision of authorities on sales in women’s wear is that style rules. Quality is not to be overlooked of course, but style prevails over quality in the eyes of the purchaser to an unbelievable extent. How many pros sense the same influence in the case of the present-day golfer? It is quite apparent.

Compare the play-clubs that are turned out today—not to mention the prices asked for them—and be convinced of the influence of style over the substantial but plain hand-made weapons that the golfer of yesterday was content with. No one believes that the difference in price is commensurate with the results obtained from them. It simply means that the present-day purchaser of golf equipment is willing to pay for appearances, and it is up to the pro to gratify the desire.

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