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# Golfdom

The Business Journal of Golf



WAY BACK WHEN—IN 1917 DURING THE WESTERN AMATEUR AT MIDLOTHIAN C. C., CHICAGO DISTRICT—GOLF APPAREL HAS BEEN SOMEWHAT ABBREVIATED SINCE THOSE DAYS, BUT THE GOLF MARKET INCREASED ALMOST SEVEN HUNDRED PER CENT—EVEN THEN THE FEMININE FACTOR OF THE GOLF MARKET WAS MAKING ITS IMPORTANCE EVIDENT.