

# L.C. WHIFFEN CO. INC.

612 E. Clybourn St.

MILWAUKEE, WIS.

Dear Instructor:

Who ever heard of not wanting the best; especially when it has the added features of attractive design, eye appeal, and low cost? Well, a great many schools have found where to look for archery equipment, not only because they liked the service our equipment is giving better than any they ever had before, but because they received something more valuable to them than all the equipment in the country: REAL CONSTRUCTIVE HELP. We can keep you informed of the latest developments in archery, new ideas and freshening suggestions, things that reflect in your instruction work by increasing your value to the school. We don't charge you a cent for this service, nor even obligate you to purchase our equipment. How would you like to receive

## "ARCHERY NEWS AND IDEAS"

These NEWS letters will be mailed out each month to instructors without charge, starting next September. To receive this service, simply fill out the enclosed card and return it to this office, don't even put a stamp on the card, it is not necessary.

A series of nine articles will cover the following subjects:

1. Building interest. Things to tell the class about archery.
2. Suggestions for handling large classes with limited equipment.
3. Archery through the winter. How to accomplish it.
4. Who likes archery. Co-recreation and carry over value.
5. Let's avoid any injuries. Normal precautions and care.
6. Explaining the "point of aim" the easy way. Making it work.
7. Stopping those shots to the left and the jitters.
8. Interesting new archery games for the class.
9. What to do with the equipment when not in use.

With these articles will be news items from here and there, just to let you know what some other school is doing, or possibly to let the others know what you are doing.

Mail in the card now, we want to know how many copies to prepare. If you have any persons in mind who you think would like to receive these articles, send us their names. They will appreciate it and so will we.

Very truly yours,

L. C. WHIFFEN