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FEATURES of the CADDY MASTER



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This large colorful wall hanger illustrates 3 outstanding lines each with distinctive features. The patented features of the "Caddy Master" bags will appeal to the golfer who wants the utmost in beauty, practical design, and durable construction. Newest in styling, convenience and carrying comfort is embodied in our "Fiddle Bags." They have a full length tapered zipper pocket that conceals the hood.

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19-21-23 E. McWilliam Street

Fond du Lac, Wisconsin

dise instead of paying for it. The manufacturer who is stuck with this stuff has had his dough tied up for some time, so he even makes some more of it if there is a store demand at a price that will enable him to dump enough of a quantity to make up the loss on his idle investment while the clubs were in pro stocks.

Certainly I am all for the pros. They are the best qualified people, as a general proposition, to serve the public. They are my kind of people, anyway. A thing that is holding a lot of them back is hating to be told the truth. I could see what the answers were plenty of times when fellows were not paying their bills, or doing much business at their clubs, or on the verge of getting canned. But do you think that it would have done me any good to tell those boys? They would have been insulted and knocked me all around the territory.

There are a great many pros doing a pretty fair business these days, and doing it just by using their heads and hands and feet on their jobs. They are not the guys who are hoping that some magic can be worked out to make the pro rich. They are doing all right by minding their own business.

That is what I am trying to do, so if anything in this seems to you like I am trying to run your business, forget it. The best thing I have learned about business, as a golf salesman and a pro, is that the only guy who can do any tricks to make you money in this game is yourself.

C. R. Riley, Steel Shaft Pioneer, Dies at Age 64

CHARLES R. RILEY, for more than 30 years an official of the Horton Mfg. Co., and one of the finest gentlemen golf ever knew, died in the Bristol (Conn.) hospital June 17. He was 64 years old. He is survived by his wife, a son, and two sisters.

He had been in poor health for several years, and 10 years ago relinquished the general management of the Horton Mfg. Co. into whose employment he had gone in 1906.

Riley had a great deal to do with introducing the steel shaft to golf and was a pioneer in the steel fishing rod business. It was his easy, straight-forward way that did much to overcome early suspicion of the steel shaft. By golf officials who knew him, by pro and amateur players

he met, and by others in his line of business he was held in highest regard.

As a citizen Charley was an active leader in work for the community's good. He was one of those grand fellows whose passing is sincerely lamented by all who knew him.

Practice Ranges Provide Big Field for Pro Services

PRO golf is going to have to take considerably more studied interest in the practice ranges. That's getting to be a big business with plenty of construction and operation problems and potentially a great market for first class pro services.

Numerous authenticated instances are reported of pros at practice ranges having among the highest pro earnings in a district. Some of the practice range pros already are making substantial progress in club selling.

General tendency in pro golf now is to look in a patronizing and pitying way on the driving range pros, about as the boys at private club jobs used to consider public course pros. Neglect in working on the public and daily fee course situation cost pro golf concessions at many jobs that might have become among the most profitable pro jobs in the country.

In the last two months GOLFDOM's editorial staff has talked with at least 20 range pros who formerly held club jobs and who say that the range jobs are better in money, security and opportunity.

Practice ranges of the first class now

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