



This ambitious and eager group attended the 1933 Rutgers University Turf Convention, held at New Brunswick, N. J.

PICKED UP IN THE ROUGH

By HERB GRAFFIS

THE PLAYER is the No. 1 guy of golf this year. Any pro who figures he outranks the customer in these times when the customer is so coy, is just simply stupid.

Anything a pro can do to make the player feel important means just that many more players, and just that much more money in the pro's pocket. That day when some of the up-stage boys acted like they were doing the members a favor to stick around the club was yesterday.

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DON'T THINK the smart pros don't realize this necessity of staying close to their members. Some of the boys on the Ryder Cup team are in agony because the dates of the U. S. and British Opens and the Ryder Cup matches will keep them away from their clubs from early June until the middle of July; harvest time for the customer crop. But they can't help themselves.

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SOME weeding out of pro ranks is going to be done as a result of leading manufacturers' conferences on credit. Able, conscientious pros, who have suffered the same business miseries as most other business men, have nothing to fear if they are on the cuff but trying to get off. The fellows who pay no attention to bills, but just shift business to another manufacturer, are the boys on whom the heat is to be applied by the manufacturers who finally have realized that credit is entirely under the control of the seller and on that account pros shouldn't be condemned for sour credit so long as a too loose arrangement among manufacturers helps them to get away with it.

Pro credit is founded primarily on character rather than on investment in shop fixtures, etc. Consequently when the manufacturers' credit men pass the word around that a pro's character doesn't justify granting credit, not many clubs will take a chance hiring that fellow.

On the other hand, a prime purpose of the credit men's new conference deal is to help the fellows who are right side up basically, but S. O. L. temporarily, work out of their plight.

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SOME GREENKEEPERS continue to believe the Green Section ain't so much, because of the Section's switch from an earlier high priesthood for the acid soil theory to giving the alkaline policy an even break.

Here's a quotation from an article by Wingate M. Johnson, M. D., in the American Mercury:

"When I graduated in medicine nearly 25 years ago, the addition of limewater to the milk in bottle feeding was almost universal, for it was thought that increased alkalinity was essential. But now the vogue is for the addition of lactic acid to increase its acidity. Babies have thrived equally well on either diet."

If the eminent doctors change their ideas, why should the Green Section scientists be suspected of shortcomings for revising their opinions in the light of later findings?

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GOLF CLUBS and manufacturers should benefit this year from the pros' sharp awakening to the fact that just what the pro will make in 1933 is entirely dependent on the pro. That means the boys who

know what it's all about will work even harder than before to attract and serve members and to supply properly-fitted playing equipment.

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CHARLEY ROBBINS is the new president of Spalding. Uncle Julian Curtiss, who certainly has had as much to do as any one man in putting golf on the American map—probably a lot more—becomes chairman of the board. Boardman Spalding continues as treasurer and becomes vice-chairman of the board. Bill Brown, advertising manager of the company, becomes a vice-president.

Becoming chairman of the board doesn't mean that Uncle Julian has reached those years when he figures he is entitled to sit back, hold some sessions of school for the younger executives, and act important. Curtiss (Yale '79) still can leap from crag to crag with the most agile of them and still has 50 or 60 years to go before he starts living in yesteryears.

These brisk and bright heirs to the hurray, Robbins and Brown, are no kindergarten students in the problems of the pros. Both of them have pretty good close-ups of the pros' trials, opportunities and hopes, and neither one of them is adverse to sitting down in some pro shop and asking the professor, "What's on your chest, pardner?" Doing the legwork after Curtiss in getting the score on the pro business will make these boys plenty willing to hit the linen after each business day. First time Uncle Julian ever missed a Yale-Harvard boat race was when the race date conflicted with the PGA-Manufacturers' conference at Chicago last fall. Mr. Curtiss has led one of the most adventurous careers of modern times, having risked death by drowning 9,675,438 times when pros have cried on his bosom.

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WILLIE OGG seems to be on his way to his next million. The Worcester Scot's new clubs are being given the welcome of good news from home with check enclosed. Tommy Mac, Wilson's eastern pro department boss, had the new clubs at Pinehurst and pros and amateurs started babbling about them. Willie Hoare, Harry West, Jim Ewell and others of the Wilson headquarters staff have been hitting the high spots of the central states with the new Ogg irons and watching eyes and dough pop out in response to the tale of this innovation.

Willie checked his idea with university and other technical authorities in the East and with many pros before he put the club on the market. The basic idea of the design is a "sweet" line extending from socket to toe of the club by means of a weighted toe compensating for the shaft, hosel and grip weight.

Your correspondent has sat in several sessions with pros discussing the Ogg theory of design, and confesses to being driven dizzy by the arguments pro and con.

At any rate, the design gets them talking and surely ought to cash in on the buying urge for something new that has ruled golf club selling since the Smith-irons, Jones irons, Tom Boys and other flanged sole clubs have come in.

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WONDER IF there isn't some strong selling talk for pro sales in the way that low scoring records have been set since the start of last year. Maybe, instead of the old idea that the big shots could bat the ball around in par with a broom, there is something to the new designs of clubs enabling even the best of the sharpshooters to improve their games. If further perfection can be effected in the games of the luminaries, by improved clubs, what a lot of good these clubs will do to the games of the dubs.

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"DOC" TREACY, secy. of the PGA, is sending out bulletins to sectional secretaries with "the idea of actually starting the annual PGA meeting now instead of waiting till next November and then trying to battle everything to a standstill in 2 or 3 days."

It's a noble and logical idea. All that remains to be done is for the sections to start their battling by mail and such matters as resulted in the defection of sections after the last meeting will be avoided.

The hell of it lies in trying to get the sections to take action in advance, as Doc requests.

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NOTICE from the interesting, accurate figures on the 6-inch Open at Miami-Biltmore that the Hague lead all the heavy-hitters with an average of slightly more than 246 yards off tee. Paul Runyan, winner of the tournament, was 17th in ranking as a distance driver, Paul's tee

shots averaging 220 yards. All of which proves what, and who cares?

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A PRESS DISPATCH telling that Hagen planned to retire from competitive activity after this year does not mean anything to us, even if the statement had been wrung from Walter by the third degree of the Soviet secret police. Too many milk wagons have been overturned by retired fire-horses instinctively busting into a gallop at the sound of the gongs and the sight of the red wagons.

Hagen will be there at the championship first tees, brother, long after you and I have forgotten the story about his retirement from competitive golf to pay more attention to his club and ball business.

Walter could walk into most pro shops, ask for the time and emerge with a club and ball order, if he had that temperament. But to get a picture of Hagen walking into an office at 8:30 a. m., rushing through the mail, then grabbing his samples to go out and peddle to the boys, putting fire on them to pay their bills, etc., is something that will have to be deferred until we can also see Peggy Joyce going around the country lecturing to women's clubs on the care and feeding of infants.

Of course, it may happen, but if it does, Franklin D. Roosevelt can dismiss all worries about the condition of the Union. L. A. Young and Al Link, after revising the distinctive Hagen temperament, then will be recognized as miracle men who can do anything.

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THERE'S a grand story about Walter in April *Golfing*, written by his long-time team-mate, Bob Harlow. There's another great yarn actually written by Gene Sarazen on the cares of the king, in that same issue.

These two features are among many that will stir up golf interest and do the pros and clubs a lot of good. If your members are not getting *Golfing* mailed free to them at their homes April, May, June, July and August, it's because you or your club officials haven't sent in the names and addresses to *Golfing*, 205 W. Wacker drive, Chicago.

Incidentally, *Golfing*, with its 300,000 circulation enables its advertisers to put more selling force behind a product displayed in the pro shops than ever before was possible.

GOLF CLUBS probably are the heaviest taxed of all legitimate enterprises. J. B. Berryman, president of the Crane Co., in a radio broadcast, pointed out that 33 cents of every dollar of income goes to pay the cost of government. He also said that if you have low taxes you have good government; if high taxes, poor government.

With all the agitation for tax reform now apparently arousing some attention, it seems like high time for the golf clubs to again plead their case for a square deal on taxation.

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WHEN WILL some pros get over that screwy idea that there is the wealth of the Indies in a private branded ball of their own?

One nosey amateur picked up a 50 cent ball in Florida being sold under the brand name of a local club. Testing this ball on a driving machine showed the ball 10 yards behind a standard make 35 cent ball and not a bit better than a standard brand 25 cent ball.

The pro probably went into the deal thinking he was going to give the player something "just as good" and with a much longer profit for the pro. But the way it ended was the public was gypped and the pro lost the confidence and prestige as a picker of good merchandise.

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TOURNAMENT BUREAU of the PGA has announced that all old fixtures for the summer schedule will be back, with \$500 added money for a driving contest during the St. Paul Open and a \$1,500 Open tentatively scheduled by Scranton, Pa., for early August.

There is a chance that the PGA championship may be awarded to the Medinah C. C. (Chicago district). Medinah officials are endeavoring to work out an arrangement whereby the guarantee for the PGA can be handled, and part of the gate go for Shrine charitable expenses.

It also is rumored that Florida will put in a strong bid for the PGA championship to be played at the start of the 1933-34 season at Miami. Possibility of displacing one of the present Florida big money tournaments and late date preventing the PGA title-winner from capitalizing his victory, give Florida as PGA championship venue only an outside chance, according to several authorities.