



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

**T**HE 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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**D**ON'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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**S**OME 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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**S**OME 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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**G**OLF 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