

# Frank Frisch The Youngest Captain Picked By McGraw

### And He's Also Probably the Only College Player to Captain Big League Team in His Home Town, But Belief Is Kid Captain Will Make Good

By JOHN B. FOSTER  
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New York, January 30.—Frank Frisch, who will captain the Giants in 1924, is the youngest ball player ever to hold this position under John J. McGraw. He was almost twenty years old when he was picked by McGraw to captain the team. Frisch is not likely to be attacked by the responsibility attached to the position. The Giant second baseman is a quick thinker and takes excellent care of himself. His circumstances in the latter respect is probably due to the fact that he expects one day to be a business man and is not in baseball for all time.

Frisch does not believe the rumor coming up from the Ohio river that Cincinnati is going to win the 1924 pennant. He holds this opinion because he happens to be captain of the Giants, but for reasons which he has thought out for himself.

He says they are too slow for the Giants and that while they may show enough in the race to bring them up near the top, they lack the ability to pass either the Giants or Pittsburgh. Frisch thinks the Chicago Cubs may make more trouble for the Giants than the Reds.

In close games, Frisch believes that Cincinnati, despite its strong pitching staff, has not put together all of the combination needed to win a pennant. Pitchers, he argues, may hold the score low, but it takes speed to put across the one run needed to win the 1-0, 2-1, and 3-2 games. Those are the games he figures Cincinnati will lose because they are too slow on the bases.

Frisch is one of the few college men who have captained a National League team. Fred Tenny of Boston was another. Frisch probably will be the only one in 1924.

Another fact about Frisch is that he is a native son of the town he represents on the ball field, and one of a very few hometown boys who have captained big league teams.

Of the players on the team for 1924, few precede Frisch in service, for the Giants have been fairly well wooded out since they began winning pennants. Young and Kelly are of longer service. Young is almost the veteran.

Frisch will be known all over the circuit as the "kid captain," and the older players will be setting their steel traps to catch him. When he is out of the game, if by any ill luck he should happen to be injured, the captaincy may fall to Southworth because of his experience.

Collectively, Frisch is of the opinion that the other National League clubs have not strengthened sufficiently to beat the Giants out of the next championship and he figures they have as good a chance to win their fourth straight as have the New York Yankees.

Should Tommy Long, formerly of Mobile, come through for Brooklyn that club figures it will have one of the best left hand pitching trios in the National League, with Ruetter, Henry and Long. Long once was with Louisville, where he was very successful without much of a curve but with plenty of control. Louisville let him go because he seemed to lose his speed.

## ONCE WAS "HURRY UP" BUT NOW PROFESSOR

By WALTER CAMP  
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New York, January 30.—One wonders whether the headings in the newspapers upon the appointment of Fielding H. Yost as professor of the theory and practice of athletic coaching will entirely efface Stichtgan's veteran football mentor, "Hurry-up Yost now a professor!" However, the honor is a deserved one, and the director of athletics will now hold full academic ranking on the campus.

Harvard, according to her new football captain, Malcolm Greenough, proposes to take a leaf out of Knute Rockne's book. He has notified the crimson candidates that, like Rockne's Notre Dame players, they will have to put twelve months' concentration on the game, and while not playing it must "think" it.

Well, anything a man wishes to do better than anyone else in the world is worth thinking about—and to make himself perfect at it, he must concentrate a good part of his walking thought upon it.

Harvard also is following the example of Yale and Princeton in putting her football men into boxing. It only remains for the athletic commission to approve the step.

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# PLAYER-WRITERS RULE AGITATED

### Lawn Tennis Association Convention Will Face Question Again in Its 1924 Session

By LAWRENCE PERRY  
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New York, January 30.—Despite reports from the Middle-West that opposition no less determined than last year will be raised against the proposed player-writer rule at the annual meeting of the United States Lawn Tennis Association, the writer believes that there will be more a spirit of compromise on the part of objectors than was the case in the 1923 meeting.

It will be recalled that last year the resolution was beaten because Middle-Western and California delegates threw their weight against it. Now, with reports that the Pacific Coast delegates have reversed their attitude, there seems not the slightest doubt that the recommendation of the rules committee will go through if the matter is brought to issue.

But at the same time, the worst thing that could happen to the U. S. L. T. A., would be the entrance of a wedge threatening a split in ideals, methods and general procedure such as divides the United States Golf Association and the Western body. As a consequence, if the Middle-Westerners should propose some change in the resolution—as for example a certain latitude in enforcing the rule which would favor a player such as Tilden, who really can write—a great mistake would be made in not giving the suggestion the most serious consideration.

With the Middle-Western delegates coming to the annual meeting of the national body un instructed there will be every opportunity for compromise on both sides. This is not, however, to say that compromise will mark the spirit of the meeting. The outlook is that the Eastern delegates of the U. S. L. T. A., will have sufficient backing from other sections to put through anything they seriously want incorporated in the rules.

Some surprise has been manifested over the report that the British polo team, which will invade this country this summer in quest of the famous International Polo trophy, will arrive here six or seven weeks before the date set for the matches in September. The acclimatization of ponies has been the reason ascribed by those not familiar with

classy newcomer with a wallow and fighting heart goes up against him. In fact Joe has been having trouble against boys not rated as top-notchers.

Luis had just as lief meet him, only, as he put it, he hasn't time to bother with small fry when he can mingle with the elect of the boxing fraternity in the United States. This surely is no attitude to take if Firpo intends to continue as a resident of South America.

Firpo could make himself extremely popular in this country if he were to live here and of course maintain his boxing prestige.

There is a demand for Jack Britton in the metropolitan section by those fans who appreciate skill and are not greatly disappointed if a bout does not end with one of the boxers in a horizontal position. Britton is probably the most scientific boxer in this country and veteran though he be he has a host of personal friends, a larger host of admirers and his appearance here would be popular.

It doesn't look as though Johnny Wilson will be able to draw any more money out of Tex Ricard as a contender for Harry Greb's title. He has had his chance and, after promising to raise merry halleluia with Greb, he put up a most disappointing bout. Johnny's record since he lost the championship to Greb suggests that he fights better when he has no great issue at stake. This being so he will be able to go about the country in bouts of no really great moment and pick up a lot of money for a long time to come.

Joe Lynch has certainly proved no great shakes as a champion in the bantam class and is probably due for a real trimming the first time any

facts. This is only partly the amount of money that has been up in the air since the beginning of the year. The fact that the amount of money that has been up in the air since the beginning of the year is only partly the amount of money that has been up in the air since the beginning of the year.

# Golf Architects Latest Addition

### New Association In Sport World Should Have No Trouble Collecting Dues

By WALTER CAMP  
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New York, Jan. 30.—The Association of Golf Architects will be the latest addition to the ranks of sport organizations if present plans go through. And judging from the

Don't Annapolis, they already have picked the crew that will be trained for the Olympic tryouts. It consisted of Perry, captain of the 1919 crew, Graves, Sandborn, Johnston and Moore of the Olympic.

That won the championship in 1920, Hinman, Fraxley and Bolles of the 1922 crew, and Walsh of the 1923 crew. This looks like a strong combination.

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## TWO SIDES OF TURNOVER

The alert business man dealing with present day conditions knows that the big word today is "Turnover." Whether he be a merchant, manufacturer, jobber, or banker, he sees that one thing with a clear vision unbiased by the limits of his own business. It is in the air, and on the tip of every tongue.

And yet many of them—entirely too many—are thinking on only one side of Turnover. They think of it as meaning rapid selling—putting money in and getting it out quickly and at a profit. They realize that they must put greatly increased effort back of all their plans for selling and distribution.

The other half of Turnover is the consumer. All selling plans and efforts fail if the consumer doesn't want to buy. His desire for the product must be created. He must meet the seller half way. He must be in a mood to buy before the salesman meets him across the counter.

That is the function of Advertising—to create consumer demand and consumer preference. With this demand as a fact all selling plans have a chance to succeed. Without it they fail. The only chance for salesmanship to succeed without an existing demand is for salesmanship to assume the task that belongs to advertising—the task of creating demand.

If the present efforts that are being put into selling were amply supported by a corresponding effort to create consumer demand through Advertising, the business conditions of this country would be rapidly changed into an era of great prosperity—in spite of Old World conditions and everything else.

The proof of this is in the fact that right now, under these very conditions, the manufacturers who are putting proper emphasis on creating a demand for their product, as well as selling it, are doing a big business and are actually getting the high turnover that others are trying so strenuously to get through intensive selling.

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Rowles Red Pepper Rub, made from red peppers, costs little at any drug store. Get a jar at once. Use it for lumbago, neuritis, backache, stiff neck, sore muscles, colds in chest. Almost instant relief awaits you. Be sure to get the genuine, with the name Rowles on each package.

### Acid In Stomach Sours the Food

Says Excess of Hydrochloric Acid is Cause of Indigestion.

A well-known authority states that stomach trouble and indigestion are nearly always due to acidity—acid stomach—and not, as most folks believe, from a lack of digestive juices. He states that an excess of hydrochloric acid in the stomach retards digestion and starts food fermentation; then our meals sour like garbage in a can, forming acid fluids and gases which irritate the stomach like a toy balloon. We then get that heavy, lumpy feeling in the chest, we eructate sour food, belch gas or have heartburn, flatulence, water-brash or nausea.  
He tells us to lay aside all digestive aids and instead get from any pharmacy four ounces of Jad Salts and take a tablespoonful in a glass of water before breakfast, while it is effervescent, and furthermore, to continue this for one week. While relief often follows the first dose, it is important to neutralize the acidity, remove the gas-making mass, start the liver, stimulate the kidneys and thus promote a free flow of pure digestive juices.  
Jad Salts is inexpensive, and is made from the acid of grapes and lemon juice, combined with lithia and sodium phosphate. This harmless salt is used by thousands of stomach sufferers with excellent results.

### Quarreled Since Wedding Day

"My stomach and liver trouble made a regular grouch of me. I was sore at everyone, including my wife, and we quarreled every day since the wedding day. She is a dear little girl and I know it is my fault. Mayr's Wonderful Remedy was recommended for my stomach trouble, and since taking it I have felt like a new man. My wife and I now get along beautifully." It is a simple, harmless preparation that removes the catarrhal mucus from the intestinal tract and allays the inflammation which causes practically all stomach, liver and intestinal ailments, including appendicitis. One dose will convince or money refunded at all druggists.  
Jan. 30