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Here's a "budget-beating" team for 1933 that challenges all former records for fairway maintenance. Both tractor and mowing equipment represent the most advanced developments in fairway mowing machinery. Improvements in design and engineering that give added cutting mileage, greater flexibility and ease of control.

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<th>BARBAK</th>
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KANSAS CITY, MO.
Official Shortsight Emphasized
By Wet Spring Troubles

By CARL HORN

EXCESS RAINFALL during the early part of this season has registered a decided effect on golf business almost everywhere east of the Rockies where the players have been eager to start on their regular routine of searching for pars.

The steady precipitation has drowned out the usual volume of early season business for the pros. Wet week-ends have been the rule. But during the two week-ends that were sunshiny and warm, such a rush of business occurred that some of the pro shops in metropolitan districts were practically sold out of balls by noon Sunday. Despite the number of store sales of cut price clubs that have been held this spring, the pros at private clubs have noticed comparatively few clubs have been bought for their members' bags. It seems like the store sales have had almost all of their effect on fee and public course play, thus demonstrating again the wisdom of having a smart merchandising pro at the pay-play courses, for such a pro not only is going to push the sale of clubs for his own financial salvation but work equally as hard in pushing the sale of rounds of play upon which depend his profits.

Professionals have been especially cheered at the private clubs by noticing the large proportion of new automobiles in the parking spaces at their establishments. This, of course, means that some people have money to spend and the pros intend to see that part of this available legal tender goes for golf equipment.

A bright rainbow for the course equipment makers is showing after the spring storms. Wet grounds and a rank growth of grass have given the greenkeepers the toughest mowing problem they have had for years. Players have been howling to get on the course and howling harder when balls have been lost right in the middle of fairways that have been too wet to mow. The result has been that the greenkeepers have put equipment to work under conditions that have been too much strain on the antiquated and patched-up machinery with which course operations have been conducted during the past three years.

Rain Selling Course Equipment.

Long, wet grass jamming in the mowers has been the last blow for a lot of equipment. The mowers now are too far gone for repair and will either lie in the scrap pile or be given some desperate patching in the hope that it will go a few more rounds with frequent and expensive stops for repairs.

At one of the good metropolitan district courses the greenkeeper told GOLFDOM's reporter last week there were five pieces of equipment needed daily that were out of service due to collapsing under the strain of the wet weather work. None of
this equipment was less than 6 years old and all of it was overdue for replacement.

Although the club is in good financial shape, with 35 new members who were successfully solicited on the attractions of a course in good condition, the greenkeeper is afraid to make a request for $1,500 worth of equipment urgently needed. He states his case like this:

"Good Golf or Hollow Guts?"

"They have been drumming economy into me until I can't think about the course being kept in good shape any more. I'm too worried thinking about how we can save a dime. My chairman says he knows the course is going to hell and is bound to show it before the season is out, but when he tells the directors we need something they answer is that what the club needs is more members and more economy.

"They hacked my salary again this year and if I ask them for a new fairway mower I know they'll say that if I get a new mower I get another cut in salary. The junk we are dragging around the course now has been welded, brazed, riveted, repaired, patched with binder wire, tape, nail, boards and gum until every day of mowing means that the man on the job spends half of his time off the tractor fixing the mower.

"Honestly I would be willing to take another salary cut to help us buy a new mower because the members are beefing and they have a kick coming. They are paying $150 a year dues and that means they are paying for good golf. But I simply can't stand another cut. Like all the rest of the ordinary folks when tough times came, I have had to pinch hit for those of my family who are even more unfortunate. My wife's brother and his family are staying with us and my mother and an uncle. I can't fire any men of the course because I am cut down to 8 men and they have been picked because they have a flock of people to support themselves, as well as being damn good expert course men who are so desperate for dough I can get them cheap and they'll work overtime without extra money when the course needs it and that is often.

"So you can see that I just haven't got a dime to spare. I have been wanting to get that Green Section book on turf diseases because we have plenty of use for it at our place, but just when I thought I had the buck and a half I could hold out for it my oldest boy had to have a new pair of pants or go to school with his fanny exposed. His pants were patched up like the course tractor now and would not stand anymore.

"The hell of it all is that the club has more actual cash in the treasury than it ever has had before. The prices of maintenance equipment are bound to go up, not only because of inflation but because the equipment makers all have been losing money to the point where they are making the customer a present of some currency every time they make a sale.

Tough Spot for Greenkeeper.

"In the meanwhile I am losing the reputation as a good greenkeeper that I have spent years in building and I can't help myself. I always have kept my equipment in good condition. That stands to reason, as some of it is 10 years old and still working. But how a man can keep a course so members can enjoy golf when he hasn't equipment to work with, when he hasn't the men he needs or the materials, and when he gets a bad break in weather, I don't know.

"I'm afraid the members are going to kick plenty this year. They can't fire the officials, so I will be the goat. Last year there were complaints about the greens and the fairways from the members. There weren't as many as there should have been at that. I know what was wrong. From 4:30 in the morning, when I got up to see if brown-patch had hit (where we hadn't spent a little money for the necessary protection) until 11 at night, when I got through supervising the watering, patching up the pumping equipment and working over the tractor and mowing equipment, I was on the run trying to keep our course so the members would brag about it and I would keep my job and my reputation. But a man can do just so much.

"Our club is supposed to be 'organized not for profit' so if half of the money it made last year was used in reducing dues and the other half in getting the course in good shape, we'd be much nearer the ideal than we are now.

"It's going to be no consolation to me next year, if I am going to have to look for a new job after being here 11 years, to hear some one say about my present officials, 'they saved some money but they ruined the club.'"
Early Season Beer Volume Taxes
Club Service Facilities

By JACK FULTON, JR.

COUNTRY CLUB parties early this season have established many new high records for attendance despite the unfavorable weather. Ask a lot of the managers what the reason is and they will tell you in one word: beer.

Pre-season doubts that beer volume would be sufficient to offset the long margin of set-ups are temporarily at rest. Whether or not the thirst will continue and be avid when the hot days of real beer weather arrive is something the managers are not going to think about very much now. Despite the uncertain quality of the present shipments and the difficulty of getting enough of some popular brands of beer that go well at a club, managers are of the opinion that beer is keeping the lively spenders at the club for restaurant business instead of letting them stray away to some roadhouse where they always could get beer before the beverage was legalized.

About the biggest problem connected with beer at golf clubs right now is the matter of proper, profitable service of draught beer. Before prohibition legislation was enacted the sale of beer was about 75% draught and 25% bottled. Apparently the citizenry has not lost the knack of curving a tired arch around a brass rail, indulging in mild brew and debates, and nominating Emil, the dispenser, as arbiter and confidant.

Reports from golf clubs having adequate bar installations give evidence that the boys like to gather around the mahogany for a few dips at the suds right after they
come in from a round, then disrobe and
do the bookkeeping on the afternoon’s
pastime with a few more served on the
locker-room benches and then snatching a
couple of more at the bar after dressing.
At dinner there is more of the same.
Whether the preference is for bottled or
draught beer right now depends entirely
on the quality of the barreled stuff. It gets
the call if it is any good.

One of the very interesting phases of
the new deal is the amount of beer served
in women’s locker-rooms. Either the pro-
hibitionist’s scare-talk of fat hasn’t regis-
tered or there are many women drinking
beer who never went for hard liquor.

Happier Profits

Golf club managers interviewed by
GOLFDOM are unanimous in saying that
club management has been made easier by
the popularity of the mild and refreshing
beer. “It is twilight for the drunks,” said
one manager. “I have seen only 3 or 4
fellows plainly carrying too much cargo
this season, and instead of laughing about
the excuses, as the other members used to
do, there is a marked tendency to consider
them unnecessary nuisances. Dinner serv-
ice is easier because beer is served in
the dining room and we aren’t delayed by
members hanging around in the locker-
rooms for “just one more” as they used to
do when service of any drink was pro-
hibited in the dining room. It has been a
life saver for me with the short-handed op-
eration I am compelled to have in our din-
ing room this year.”

Caution is being exercised in the instal-
lation of bar equipment by the club man-
agers. Equipment salesmen who have visited
the country clubs are in too much of a
hurry to cash in on the current general
demand for bar equipment to spend much
time in helping the manager work out his
special problem. Nevertheless the manag-
ers are doing some ingenious and sound
work in laying out their own jobs, most
of which are flexible because of the belief
that the 18th amendment will be repealed,
as well as because the club doesn’t want to
tie up so much money that oceans of beer
will have to be sold before the bar can show a profit.

Miller “Rolls His Own”

Russell Miller, youthful manager at
Medinah C. C. (Chicago district), tells of a
typical case of a manager who had to ar-
range for handling of beer without spend-
ing a lot of money. Miller’s recital gives

a clear close-up on how the smart man-
agers have coped with this newest of their
problems. Miller says:

“With the announcement of the “New
Deal” I was besieged with a thousand and
one salesmen from as many different con-
cerns. Each one professed to have the one
and only bar over which beer could be
thrown at the customer and at the same
time extract from his pockets a goodly
sum, make him like it, and ask for more.
Some propounded the theory that the coils
(30 to 40 inches) must be mechanically
refrigerated which would cost only a few
hundred dollars more. Eventually I ran
across a beer salesman who had never
heard of the prohibition amendment, and
he graciously imparted the news that in
the old days they used ice to get a real
cool even temperature, and it was really
the only fool-proof method. Well, I fol-
lowed his suggestion and installed chipped
ice refrigeration around the blocked tin
coils in each of the three boxes I have in
operation at the club.

Too Much Sales Optimism

“There are several points, however, in the
dispensing of draught beer that I
think are essential. First, we come to the
storage of the kegs in a vault where a con-
stant temperature of about 40 degrees is
maintained. The size of this vault will
be determined by the requirements of the
club, and along that line I got a great kick
out of one of the salesmen who dropped
out to see me when he heard that I was
about to build a storage vault for beer. To
appreciate the story you must realize that
this transpired at about the time when
everyone was wondering what the beer sit-
tuation was all about, and whether you had
to place your order with the brewer for a
supply that would last you for the first
year. This salesman had just stopped at
a roadhouse and in talking over the matter
with the proprietor as to building a stor-
age vault, he mentioned that he wanted
one that would hold about 30 to 40 bar-
rels. I imagine this chap sells around a
barrel a week.

“In the building of the storage box, I
would advocate at least a 4-inch thickness
of cork board, rather than ground cork, as
ground cork tends to settle and eventually
leaves an air space through which your
refrigeration escapes from your vault. If
possible the storage vault should be as
near your dispensing unit as the layout
of the building will permit, for the shorter
the distance you have to draw, that much