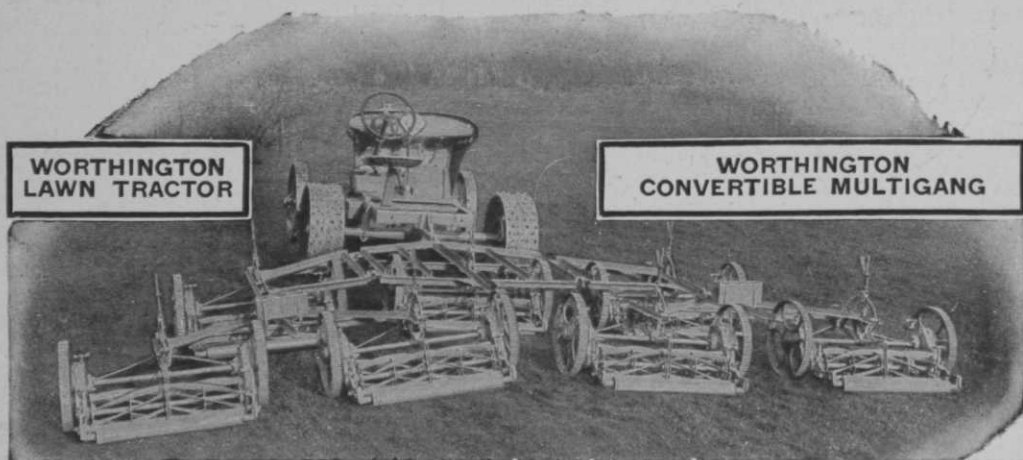


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WORTHINGTON  
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THE NEW LAWN TRACTOR AND CONVERTIBLE MULTIGANG CUTS A 16 FT. SWATH

... an acre every four minutes — that's 1933 operating economy!

This mower may be converted into a Quintuplex with five units or a Triple with three units, having cutting swaths of eleven and seven feet respectively. All Worthington units are interchangeable and frames convertible.

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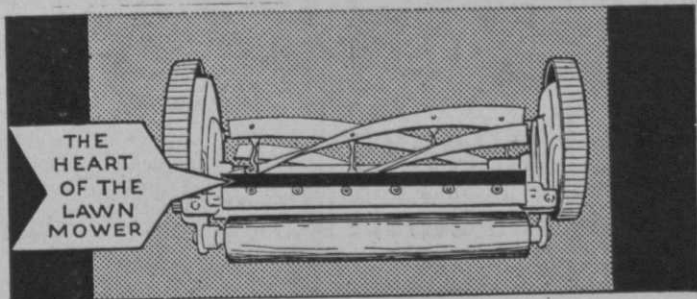
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With course maintenance budgets cut to the minimum . . . working crews reduced . . . and mowing equipment worn almost to replacement, turf cutting is a real problem. In BRUNITE blades, made of special processed Swedish steel designed to insure a lasting keen cutting edge, you have the answer in quicker, cleaner and lower cost cutting.

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PRICES

Hand Mowers (14" to 22") . . . . . \$2.00      Light Power Mowers (19" to 25") . . . . . \$3.00  
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You may ship me one ( . . . . . inch) BRUNITE blade, for trial, Parcel Post, C. O. D. If not satisfactory, you agree to refund the full purchase price.

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Sprinklers for every condition of golf course water supply and pressure.

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"Mr. W. J. Rockefeller, Greenkeeper at Inverness, has just telephoned me to come out to see the remarkable results accomplished by the use of your Semesan. . ."

FROM A LETTER WRITTEN IN 1923



*Today* — we offer you not just one good brown patch fungicide, but *two*. *Semesan*, the original disinfectant, for use where turf fertility is normal; *Nu-Green*, for use wherever invigorated grass growth is desired.

Years of satisfactory control have established these two products as the standard fungicides for prevention of brown patch damage. Both are harmless to turf. New low prices now bring the regular use of either fungicide easily within the budget of any golf club.

25 lbs. . \$ 46.25  
100 lbs. . 180.00  
300 lbs. . \$525.00

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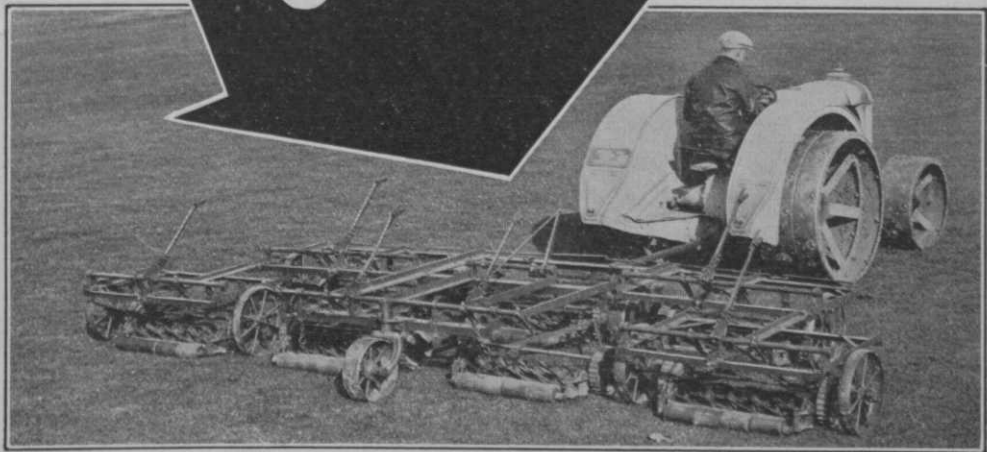
DUBAY

# NU-GREEN

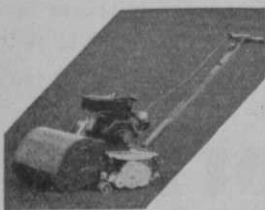
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100 lbs. . 115.00  
300 lbs. . 330.00

from any seedsman or golf supply house

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IN 8 HOURS**



**THE IDEAL TRANS-PULL DOES  
SMOOTHER—FASTER—LOWER-COST CUTTING**



**\$300.00 Saved in Green  
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That's the average saving in a recent check on the cost of operation with Ideal Power Greens-mowers. Light weight, nimble, absolutely fool-proof — will not scuff, tear or mar the finest greens—has speed to make more GOOD CUTTING possible per day.

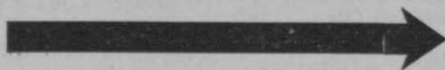
The Ideal Trans-Pull is available in 3, 5, 7 or NINE-gang. Cuts from 7 ft. to 20 and one-half ft. swath.

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## Safely

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USE BARBAK FREELY—  
YOU CAN AFFORD TO  
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BARBAK	5-lb.	25-lb.	100-lb.	300-lb.
211	\$ 8.00	30.00	115.00	330.00
XX	\$11.75	46.25	180.00	525.00

AMERICAN CYANAMID AND CHEMICAL CORP.

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**211 Barbak XX**

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USE WHERE THE SOIL  
FERTILITY IS LOW

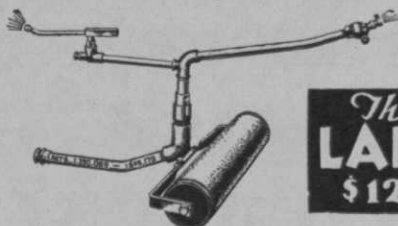
DOUBLE XX

USE WITH A BALANCED  
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**LARK**  
\$12.50

and with all the outstanding  
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EASY TO ADJUST. Large nozzle quickly set high or low, to right or left by simply turning thumb screw as shown below.



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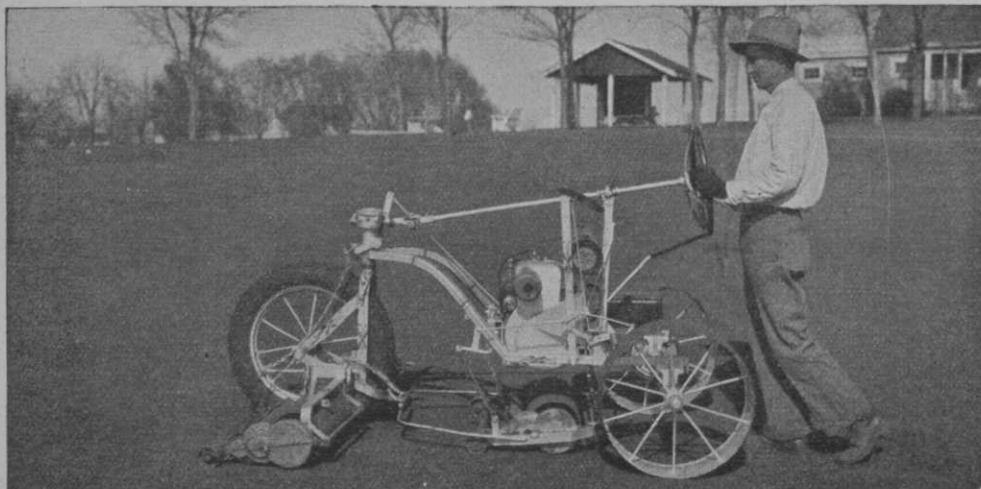
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**A**FTER a man has spent 48 years in a business, his judgment is worth money to those who are struggling for success. In a recent letter, Mr. Dalglish reports as follows:

**“Your Three Unit Power Greensmower is easy to manipulate and does excellent work; the motor has power for six mowers or more; it means a savings of about \$200.00 per month.”**



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# Golfdom

The Business Journal of Golf

REG. U. S. PATENT OFFICE

Vol. 7

JUNE, 1933

No. 6.

## Official Shortsight Emphasized By Wet Spring Troubles

By CARL HORN

**E**XCESS 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 all 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.

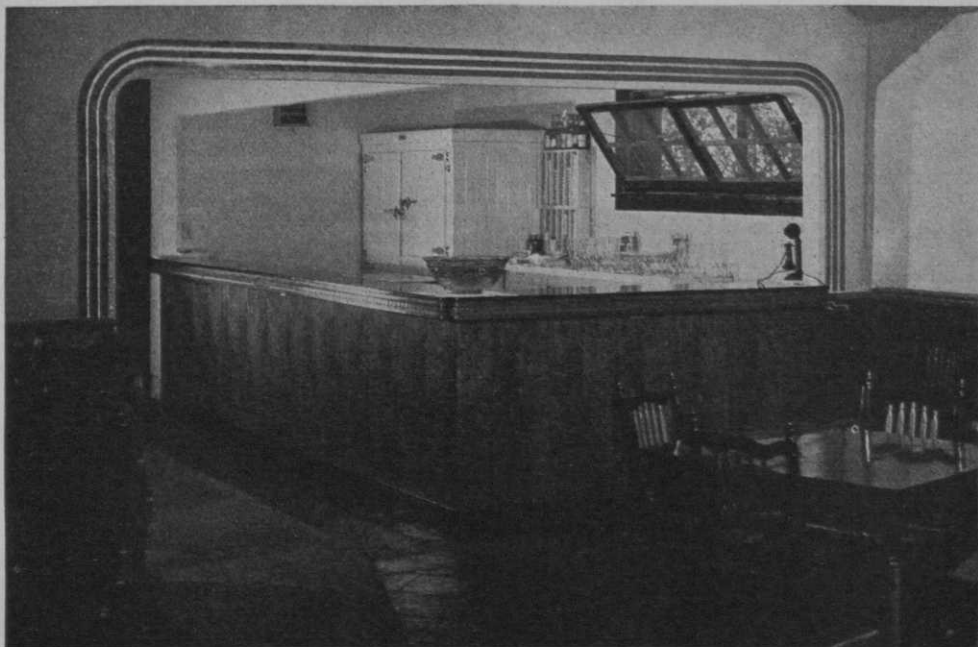
### Tough Spot for Greenkeeper.

"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.'"



*Photo—Brunswick-Balke-Collender Co.*  
 This new bar installation between locker room and grill of a Chicago district club represents an investment that is expected to be more than made back in beer profits by the end of the season

# Early Season Beer Volume Taxes Club Service Facilities

By JACK FULTON, JR.

**C**OUNTRY 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 prohibitionist's scare-talk of fat hasn't registered 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 *soûses*, as the other members used to do, there is a marked tendency to consider them unnecessary nuisances. Dinner service 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 prohibited in the dining room. It has been a life saver for me with the short-handed operation I am compelled to have in our dining room this year."

Caution is being exercised in the installation of bar equipment by the club managers. 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 managers 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 arrange for handling of beer without spending a lot of money. Miller's recital gives

a clear close-up on how the smart managers 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 concerns. 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 followed 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 constant 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 situation 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 storage vault, he mentioned that he wanted one that would hold about 30 to 40 barrels. 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