

SHOP RADIOS SHOULD WHISPER !

WITH cheers and "amens" prominent pros, club officials and members have endorsed a suggestion recently printed in GOLFDOM concerning the reduction of radio din at pro-shops.

President of one of the old and well-known Eastern clubs wrote in approval:

"You did a service to golf professionals by calling to their attention the damage being done to their business volume and business reputations by the maddening racket of radio sets turned on at full blast.

"It was necessary to instruct our own professional to keep his shop radio tuned down considerably so members and guests would appreciate that they were at a golf club and not at a boiler factory.

"I have had the experience of being compelled to yell so loud in trying to make my wants known over the radio din in our own pro-shop that I have been disgusted and discouraged as a patron of the place. There are very few mistakes in the management of a golf shop as a place of business so irritating to the average well-bred club member as the radio screaming and roaring that many professionals allow."

Pro comment on the warning that radio racket is driving away customers and cheapening the atmosphere of the pro-shop, is summarized by the remarks of W. R. (Doc) Treacy, who says:

"There was far more value than many pros realized to the suggestion in GOLFDOM that loud radio racket be eliminated from the pro-shops. Many of the boys have heard the deafening, steady noise of the radio so continuously that they don't appreciate what an offense it can be to a member at a first-class country club who doesn't expect the pro to yell at him, the waiters to yell at him, the caddies to yell at him, and by the same standard, doesn't expect the radio in a pro-shop to shriek at him.

"The atmosphere of a first-class country club should be, in some respects, that of a well-ordered private home wherein there is a decent absence of unwarranted noise.

"Any pro who will think about the situation must realize sharply that the raucous blare of radios announcing details of ball games and horse races is something that clashes sharply with the pro interest and has a definite effect in

driving men away from pro-shops and golf courses.

"I believe that this too general mistake in pro-shop operation is a juvenile error for which young assistants are primarily responsible and mature experienced professionals secondarily responsible because they don't supervise the details of pro-shop operation closely enough.

"There can be no doubt in the mind of a pro who is qualified by temperament to serve at a first-class club that a loud radio in a pro-shop is offensive to members, not in keeping with the character of the club and probably so offensive to many members that subconsciously they stay away from the radio racket.

"You are to be congratulated on noting a fault in pro-shop operation that many pros should have immediately called to the attention of their assistants."

GRAND VIEW, one of Des Moines (Ia.) two public courses, has been completed under supervision of Ted Adams, greenkeeper of the layout. Fourteen of the greens were planted in the fall, 1936, and the other four sodded from the Metropolitan bent nursery installed by Adams.

Main lines of the watering system are installed below frost and have only three drain plugs. Feeder lines are automatically drained into gravel bottom manholes. Adams is especially proud of the landscaping which has taken full consideration of factors of golf course and landscape architecture. A planting of 160 white pines near the entrance has transformed an unsightly slope into a beauty spot.

Short walks from greens to tees and interesting green design are other distinguishing features of the new many course.

Inter-Company League—Many fee course operators count themselves lucky if they are able to get golf league schedules in which different organizations are represented by one team apiece. Bob Randall of Cherry Ridge, Elyria, O., has that idea beaten as a course business developer by having inter-organization league schedules. The Western Automatic Machine Screw Co. has eight teams, each named for a famous course, playing a schedule over Randall's layout.