COMING EVENTS

Mid-Atlantic Turf Conference, Holiday Inn, Baltimore, Md., January 11-12.

Annual University of Massachusetts Winter School for Turf Managers, Amherst, Mass., January 11 to March 5.


Golf and Fine Turf Course, Rutgers University, New Brunswick, N.J., January 20-22.


PGA Executive Management Seminar, University of Maryland, College Park, Md., January 31 to February 3.

Golf Course Superintendents Assn. of America Annual Conference, Currigan Hall, Denver, Colo., February 7-12.

University of Massachusetts Annual Fine Turf Conference, Highpoint Motor Inn, Chicopee, Mass., March 3-5.

LETTERS TO THE EDITOR

Mill River Club's enterprising Mr. Montgomery

I have read the article, “Everyday, A Sale Day,” about Ray Montgomery's pro shop operation, in the October/November issue. No doubt about it, this is an exciting concept for golf professionals.

I feel that it could work in many private clubs where there is limited membership. One real advantage is that the plan would promote buying in the pro shop without competing with other professionals. Over the past 5 years or so retailing in general has changed drastically. So has club membership. Many private club members do not feel they have an obligation to “support the pro” as before, unless he is competitive.

Certainly, this concept would work in every shop where the professional is as enterprising as Mr. Montgomery and especially because he has turned “supporting the pro” into a “want to” instead of a “have to.”

It would appear also that this concept would not fit every pro shop. There are other aspects of merchandising that must be evaluated before putting it into effect.

- It would solve the problem of loss of business in pro merchandise being bootlegged by downtown stores.
- Club membership would seemingly have more of a voice in purchasing if they are paying monthly pro shop dues.
- Professionals would have to take objective rather than personal point of view on buying items.

Over-all it could very well be the answer to bringing the business into the pro shop. We applaud Mr. Montgomery on his ingenuity.

Allan P. Illansberger
Vice President Marketing
Ram Golf Corp.
Melrose Park, Illinois

THE FINEST GOLF GRASS
FOR TEES
FOR FAIRWAYS
FOR APPROACHES

• Heals more rapidly from divot injury.
• Requires less maintenance.
• Greater disease resistance.
• Stiff upright growth supports ball better.
• Thrives under short mowing down to 3/8”.
• Hardy. Withstands traffic.

RATED "EXCELLENT" BY LEADING UNIVERSITIES AND RESEARCH ORGANIZATIONS.

Available only as sod or plugs

For more information circle number 226 on card

GOLFDOM / 1971 JANUARY • 9