

## COMING EVENTS

**Mid-Atlantic Turf Conference,**  
Holiday Inn, Baltimore, Md., Jan-  
uary 11-12.

**Annual University of Massachu-  
setts Winter School for Turf  
Managers,** Amherst, Mass., Jan-  
uary 11 to March 5.

**New Hampshire Turf Seminar,**  
New England Center for Continu-  
ing Education, Durham, N.H.,  
January 14-15.

**PGA Business School I,** Oakland,  
Calif., January 17-22.

**Club Managers Assn. of America  
Conference,** Grosvenor House  
Hotel, London, Eng., January 17-  
24.

**Lawn and Utility Turf Course,**  
Rutgers University, New Brun-  
swick, N.J., January 18-20.

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

**Professional Golfers' Assn. Mer-  
chandise Show,** Palm Beach Gar-  
dens, Lake Park, Fla., January 23-  
26.

**Michigan Turfgrass Conference,**  
Kellogg Center, Michigan State  
University, East Lansing, Mich.,  
January 26-27.

**Virginia Turfgrass Conference,**  
Sheraton Motor Inn, Fredericks-  
burg, Va., January 26-27.

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

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

**University of Massachusetts An-  
nual 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. Hansberger  
Vice President Marketing  
Ram Golf Corp.  
Melrose Park, Illinois*

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