

NEWS ITEMS...

Fifty Years Young

Frank Cotton has now entered his 51st year as greenkeeper at Trentham Golf Club near Stoke-on-Trent. Frank went to the Club in 1919 on leaving school at the age of thirteen. Apart from six years in the National Fire Service in World War II, Frank has been pushing his mowers ever since those days, his chief relaxation, in his spare time, being a game of golf. One big relief came when the Club bought the land, which previously used to belong to two farmers who were not too fussy where their cows grazed. Frank's biggest job then was getting rid of the hoof marks.

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SICK LIST

Jeffrey Mawson had a less happy Christmas than usual being confined to hospital after an accident, which fractured a bone in his spine. Members will be glad to know that he is now back home and making satisfactory progress. No doubt some of Mrs Ann Mawson's recipes are helping to put him well on the road to recovery.

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Flymo, A World-Wide Brand Leader

Flymo Limited of Watford is the only company marketing internationally a brand name motor mower in their own right, said Mr Charles Bramall, Chairman of the Flymo world-wide group of companies at a combined Christmas and fifth anniversary celebration at the Savoy Hotel, London, in December.

The function was attended by more than 60 gardening editors and writers from national newspapers and magazines.

Mr Bramall said that Flymo, the world's only air-cushion motor mower, was first introduced five years ago and had quickly established itself as an outstanding machine, and a revolutionary development in lawn mowing.

He stated: "Today, Flymo is a brand leader in the United Kingdom, throughout Europe, and in many other countries in the world.

"It is manufactured in West Germany,

South Africa and Australia and is exported from Britain to more than 30 countries.

"All this has been achieved in just five years and the only way to do this is to get up off your seat and get out and sell."

Mr Bramall said that one of the secrets of a successful international operation was not only to provide the marketing policy and organisation down to the last detail but to employ local people who understand local marketing and also the requirements of local turf care.

He said: "We believe that the most important person is the customer. Flymo provides more than a first-class product it provides a service to its customers right from the point-of-sale through to installation and after-sale service."

Mr Bramall explained that throughout the world Flymo was marketed in exactly the same way, through authorised distributors and dealers, and every machine was fully demonstrated to the customer.

Speaking of the future, Mr Bramall said that Flymo was the name that was going to stay for many years. He said that new developments were always designed to give the customer what he wanted.

Future motor mowers would be lighter and quieter. Noise was a big factor to be overcome and nobody wanted to see a continuation of the noisy suburban Sunday morning.

Mr Bramall added that since Flymo was first introduced national gardening writers had been fair and helpful in their evaluation of all the air-cushion motor mower models. They had been sometimes constructively critical about some design details and as a direct result a number of improvements had been incorporated in the design of Flymo machines over the past five years.

MISCELLANEOUS

PROFESSIONALS AND GREEN-KEEPERS having stocks of used golf balls contact Sparkbrook Golf Ball Co., 295 Highgate Road, Stoney Lane, Birmingham, with a view to filling export orders.