

NEWS

MOMMERSTEEG International will have a number of new introductions at this year's Institute of Groundsmanship Exhibition (9th-11th September) including GERONIMO, a broad-leaved smooth stalked meadow grass which will retain its exceptional dark green colour throughout the Winter.

Geronimo will form a most attractive, compact and resilient turf with excellent resistance to rust and is being included in Mommersteeg mixture MM14 which has been designed for sowing down new golf tees, and for tennis courts. As well as containing 20% Geronimo, the mixtures contain 45% Koket chewings fescue, 25% Monopoly smooth stalked meadow grass and 10% Highland browntop.

Among the literature available at the Mommersteeg stand will be the current

sports and amenity turf catalogue which gives valuable advice on EEC seed regulations as well as useful information on turfgrass varieties.

CHIPMAN Limited, Horsham, Sussex, announce that Mr. Denis Thatcher, M.B.E., has been elected Chairman following his recent appointment to the Board of Directors.

PATISSONS have recently introduced P.V.C. moulded Litter Bins in place of the previous steel and fibreglass models, with great success, and are now producing the new Ball Cleaners in this material, and will follow shortly with the tee markers made in the same way. They claim that this is the ultimate answer for the composition of these products after much research and trials of different materials over the last two decades with timber, steel fibreglass and resin compounds, all of which had disadvantages in rusting, cracking, weight, brittleness, leaking and maintenance.

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are on middle to longer handicaps the same interest will accrue.

Most club officials and members are interested in beauty. A beautifully groomed course that is well landscaped may even make a golfer overlook his poor score. Your presentation should show him how the products you wish to introduce will directly or indirectly affect the beauty of the course. Probably the most important interest of club members is prestige. What golfer doesn't want to belong to a club ranked amongst the best. There is great pride in membership and golfers like to tell others how great their course is playing. Playing up the prestige angle in your presentation may also help in winning committee approval for what you need.

Score, Beauty and Prestige. Let's have a look at what practical application can be made with these attractions.

Suppose we use as examples grasses and a machine that are going to affect the quality and growth of the turf. Are you going to tell the committee—"If these are approved my grass will be healthier, have a deep root system, will resist disease better and I will have far less worries", or are you going to state, "These will help me produce strong turf that will give you a good lie of the ball. Your score should improve, the course will be more beautiful because we can get a denser cover of high quality turf, and that will give us a course that ranks with the best". Which would you choose?

The first approach obviously relates to the areas that are of primary interest to you. The second approach appeals more to the interests of the committee and the membership.

Becoming a good salesman can be rewarding, it can profoundly affect your future as a Head Greenkeeper. It is essential that you make a close study and gather all the facts and figures necessary to present a good case and be in a position to answer most queries.

Seek and obtain co-operation from those concerned in the channelling of all the correct information.

All of us are going to see machinery and other products on display on Wednesday, the success of what you will obtain for your course will be how well you use your salesmanship when you get home. If you are fortunate enough to convince the powers that be that your recommendations are the best for your course, then make every endeavour to show that your judgement has been wise. Not only will this satisfy the membership but above all it will considerably enhance your status within the club, and show that your knowledge demands respect.

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MAXWELL M. Mart (London) Ltd. have available a new grass seed and fertiliser chart and an up to date amendment list of prices of all products supplied by them. Copies can be obtained on request.

MR. JOHN MELLOR, agricultural sales manager of Lindsey and Kesteven Fertilisers, has been appointed an associate director of the company.

A. B.Sc. (Agric.) of Durham University, Mr. Mellor spent some time as a farm manager in his native Yorkshire before entering the fertiliser industry. He joined L and K as an advisory representative ten years ago, and afterwards spent three years in charge of merchants' accounts in the midlands and the north before being promoted to the post of agricultural sales manager in 1971.

Married, with three children, he lives at Swallowbeck Grange, Hykeham Road, Lincoln.