

### [Salesmanship from Page 19]

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.

## NEWS

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.

# Draining with plastic pipes

READERS of The British Golf Greenkeeper will certainly be aware of the value of good drainage for keeping courses playable. More and more courses are being drained using uPVC land-drainage pipes, and many of the advantages claimed for uPVC over clayware are already widely known. Being much lighter, and simple to install, uPVC systems minimize the time spent on drainage work and the disturbance to existing sward.

However, enquiries carried out by a major supplier of uPVC pipes, Trenching Plastics Limited, Coggeshall, Essex, indicate that where clayware pipes are still being specified this is sometimes the result of a misconception about how clay drains work. Experiments performed by the Ministry of Agriculture, Fisheries and Food have proved that clay drainage depends for its effectiveness on water entering between the pipes. In practical terms, scarcely any water passes through the clay walls themselves. And the gaps between clay-

ware pipes will obviously depend upon how well they are finished and laid.

With plastic pipes, of course, water enters through multiple rows of perforations all along the length. In this respect they more nearly approach 'the ideal drain' and allow very rapid water intake. Trenching Plastics are an appointed distributor of **Wavincoil** and **Wavinflow** uPVC systems. They point out that these systems are used extensively throughout Europe, and that both conform to the stringent requirements of British Standard 4962. The size, frequency and distribution of the perforations in both systems have been developed from years of experience and research to combine good hydraulic properties with resistance to siltation.

Readers who would like further information on these and other drainage products available from Trenching Plastics are invited to write to Harcog Group Ltd., FREEPOST, Coggeshall, Colchester, CO6 1BR. No postage stamp needed.

## Sponge on the 11th green

By courtesy of The Journal S.T.R.I.

### PROBLEM

IN RECENT years our 11th green has increasingly become a problem. Despite being constructed on a sandy, well drained soil, the surface holds water and plays badly. What can we do to improve the situation? A sample of turf is enclosed.

### REPLY

The sample of turf shows an exceptionally fibrous condition. This has developed over a number of years as plant material such as stolons, leaves, roots etc. have accumulated near the surface. When a thick layer like this has built up it holds water like a sponge and reduces aeration, which in turn leads to shallow rooting and greater building up of fibre. Over acid soil conditions are sometimes associated

with this condition and a soil sample should be sent to us for testing.

Fibre can become a problem when mechanical operations like scarification and aeration are neglected, but also through over generous watering in the summer.

We suggest you carry out solid tine aeration on the green now, applying a light (2 lb./sq. yd.) top dressing of sandy compost. Light and regular scarification (every 2-3 weeks) should be practised during the summer, exercising discretion when watering. Use a power driven scarifier thoroughly early in September, giving time for recovery before winter. Follow up by hollow tining to remove physically some of the fibre as cores and allow subsequent top dressing with sandy compost to be worked well into the surface.

## Company Profile

ANDREWS Limited have been selling turf maintenance equipment for upwards of 40 years. For much of that time their activities were confined to an area of about 400 square miles centred on Sunningdale. About five years ago, however, they decided that their knowledge of professional greenkeeping and grasscutting justified the marketing of certain carefully chosen products on a national basis. At least two of these products have proved to be of great value to greenkeepers throughout the United Kingdom. They are, of course, the CYCLONE fertilizer spreader and the BLUEBIRD de-thatcher.

The CYCLONE is now virtually standard equipment for most golf clubs; it is a well-made device which more than substantiates the claim Andrews makes that it "spreads five times faster without danger of burning or under-dosing. Once the application rate has been set by the Head Greenkeeper, it is simply a matter of wheeling CYCLONE over the greens whilst the high speed centrifuge spreads the dressing evenly over a 6ft. swath. The spread pattern has a "feathered" edge so degree of overlap may be quite vague. An average golf green is dressed to perfection in about three minutes!

BLUEBIRD, on the other hand, is still relatively new in England. Made for the American Rental Market, it is an immensely strong, powered reel-rake with rows of swinging knife blades which rapidly remove fibre and moss but which can follow turf contours without danger of scalping. Few things spoil a golfer's day more certainly than the slow putting surfaces which result from "thatch". When it is removed, the result is dramatically faster, surer puts and, of course, more greenkeeper-appreciation!

During 1974, a new range of highly efficient outdoor vacuum sweepers was imported by Andrews and christened

## No 4: Andrews

BILLY GOAT. At the same time, a high-pressure wind broom called WINRO was introduced to the market. Both have proved hugely successful and within two years most progressive clubs will be enjoying the benefits of easy litter collection and the ready manipulation of leaves in bulk. The vacuum sweepers pick up all kinds of paper, grass mowings and twigs and will even collect beer cans and bottles. WINRO will clear a golf green of fallen leaves in less than a minute!

Bill Williams and Chris Bradshaw are the Andrews's Technical Representatives and between them they cover the whole of England and Wales. In Scotland, Andrews are ably represented by Ransomes of Edinburgh Limited, and A. M. Russell Limited (also of Edinburgh).

Andrews's Managing Director, Ken Salt, claims that their success may be ascribed to just two things—integrity and a sensible pricing policy. Integrity covers product quality, warranty responsibility and a sincere interest in users' problems. The prices of Andrews products are always most modest in comparison with competitors' machines.

### St. Andrews Supervisor

MOMMERSTEEG INTERNATIONAL and the British Golf Greenkeeper are sorry that an old advertisement featuring St. Andrews was inserted in the August issue of the Greenkeeper in error. This advertisement stated that the Links Supervisor of the course was John Campbell.

We should like to express our sincere apologies both to Mr. John Campbell and to Mr. Walter Woods who is now the Links Superintendent of the course and trust that our oversight has not caused too much embarrassment to either gentleman.

# Going by the book by Patrick Smartt

SEATED IN front of my bookshelves, six of them crammed with books on golf, rather after the manner of an antique collector gazing upon his possessions, two unexpected thoughts assailed me.

Firstly, what a fuss about a game (guilty, as a contributor). Secondly, should we get a better perspective of the instructional value of a book, if it were reviewed by a struggler (for whom it was written), with a number of frustrated years behind him? Or, if you like, a young man in his twenties, close on a single figure handicap? We should then know whether it had helped them or not. Now and again a tip will be discovered. As with a new putter, it will serve its brief time, and then like a snowflake melt away.

The press reviewer knows the game, he sees a lot of it, and can grasp what

the author means. There are some with long handicaps, but I suppose: "Utterly confusing" would not go down well with his editor. In the past, I did some reviewing for a golf magazine, and disliked discussing the technical books. It became a battle between honesty and an aversion from reducing someone's sales. This arose through not being a trained journalist. I cannot claim that distinction, never on the staff of a newspaper or a magazine.

Years of study of the written word, and as many listening to and joining in discussions on the golf swing, or method, if you prefer the modern term, leaves me rather sceptical.

The writings of the great, and not so great, facing me in their serried ranks, books which have been read over and over again, have fixed themselves so firmly in the memory as to



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permit stating fairly accurately, the swing plan of the author as portrayed by his scrivener, with little need for reference. One arrives at the point of knowing in the older books, which "ghost" to trust. The tape recorder has simplified this. Any writer or verbal coach knows that words are interpreted differently by the recipients. There is the art of "putting it across".

It is to be borne in mind that what is being "put across" are the opinions, conclusions, the teacher has arrived at. I cannot pick out two books that give identical advice. How dull it would be if they did.

On more than one occasion the question has been put, which book should be recommended to a beginner? It is doubtful if there is one. The reader must have reached a standard when he understands what the author is trying to tell him. He or she can learn the rudiments from a professional.

It is when one has unwillingly given up the game, the different theories can be examined dispassionately. Standing back taking a long view. As so often told before, when something unusual is presented, there is an excursion into the garden and a half-speed swing test made with a lady's club. Followed by a rapid return to the house, like a schoolboy caught at the sweets, for disobeying orders. In short, do not swallow whole all you read—find out.

There is no call to run again through the wearisome list of the different schools of thought. As a proof of their contrariness, I have before me two photographs. They show Sam Snead and Jack Nicklaus, taken from behind at the top of the swing. Both have the left wrist and forearm in line. The wrist has not cupped under the shaft. Two different generations. Memory drove me to Bobby Jones: **GOLF IS MY GAME**. He describes it: "... so that the back of the hand and the forearm are in the same

plane." Unless I misread him that is what they are doing.

He goes on: "A simple trial will convince anyone that so long as such a relation is maintained, no hand or wrist action is at all possible." That is startling. Two out of three of the finest exponents of the game, disproving the conviction of the other. Jones' competitive career was in the hickory era. Snead started with it. Nicklaus never. There may be something in that. The "hickories" used hand action, which meant more wrist work. After a golfing life, split almost in half between hickory and steel, perhaps it would be better put, by a very ordinary golfer, that either shaft called for a different hand action.

To take another look at Bobby Jones, he wrote that doses of instruction should be simple, direct and practical. He enlarges on this, in saying that should someone try to explain the golf swing to a kid, he would be completely baffled. It is generally thought that Jones was coached throughout his career by Stewart Maiden. In fact he had barely half a dozen lessons. He watched and copied Maiden's and other good players' swings, and found out things for himself.

The longer one looks at it, the more apparent it is that there is no secret, except rhythm. And that should be a relief. If the time ever came when everyone agreed upon one type of action the fascinating, frustrating search would be over.

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## Southern Section

*Chairman:*

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(South Herts.)

*Hon. Secretary:*

F. W. FORD  
68 Salcombe Gardens,  
Mill Hill, London, NW7  
Tel: 959 2847

A WARM welcome to the following new members whose names are listed below:

P. M. Elsley (Mid Kent); M. Ripsher (Hampstead); D. H. Martin (Burnham-on-Crouch); P. Barford and A. Cantlon (Berkhamsted). Honorary Members: T. J. Carter; P. Kemp; D. G. Manning; S. W. Poole; N. Sadler and E. Sadler. All lectures will take place at the Sports and Social Club, Whitbreads Brewery, Chiswell Street, EC1Y 4SD.

In the small hours of Thursday morning July 31st, the writer and other members of the section left London by car and mini-bus to join a team from the Midland Section, who were waiting at the Coventry Golf Club.

The reason for the trip was to play for the Bob Craig Trophy, which last year was won by the Southern Section at the Crews Hill Golf Club.

The morning was perfect for golf, as two teams of 12 played a foursome on what proved to be a delightful golf course in first-class conditions. The result of the morning match was all square.

Accompanied by George Nurton of Huxleys, Peter Bell of Patissons and

# SECTION NEWS

## A nationwide round-up of news from the branches

David Craig, the players enjoyed an excellent lunch in the modern and well-appointed club house.

After lunch the players gathered on the first tee and went off to play singles.

The match results were: K. Eastwood beat N. Jones; G. Payne lost to T. Morris; R. Plain lost to R. Hughes; T. Price beat J. Bevan; J. Newman halved R. Pullen; P. Fitzjohn halved V. Smith; W. Machin beat E. Thomas; R. Chandler lost to A. Kite; G. Davey lost to R. Pilsbury; B. Payne beat E. Leeson; R. Tempest lost to D. Haynes.

The home team were the winners by one match. After a first class evening meal and before any serious drinking got under way, the party assembled in the lounge. Ray Tempest, as captain of the South, thanked the club and the staff for the welcome extended, and the Midland Section for their organisation.

Vic Smith, in reply, said how delightful it was to play golf against another section, and looked forward to next year, when he assured us the Midland Section would retain the cup.

In presenting the cup to Vic Smith, David Craig commented on the informality of the day and the fact that the two sections could get to know each other better, which was the original intention of the match.

## Northern Section

*Chairman:*

J. SCOTT  
Wetherby Golf Club

*Hon. Secretary:*

W. HEELES  
7 Tentergate Close,  
Knaresborough, Yorks.  
Tel: K'boro 3851

MR. G. F. BENNISON who has worked at Otley Golf Club for 16 years, the last 6½ years being in the role of Head Greenkeeper, has moved to Scun-

thorpe Golf Club commencing his new duties on 11th August.

Gordon, a member of the committee for many years, will not be lost entirely, he intends to remain in the Northern Section and attend as many functions as possible. He takes with him the best wishes of everyone and his new address is 35 Trinity Road, Bottesford, Scunthorpe.

Welcome to the following new members:

Michael Stewart Muirs, W. Bowling Golf Club, Raymond Street, off Mayo Avenue, West Bowling, Bradford. Class C.

Nigel Donkers, Cleckheaton Golf Club, 123 Netherlands Avenue, Odsal, Bradford, Class C.

Harry William Chard, 22 Mayfield Rise, off Charles Street, Ryhill, near Wakefield. Vice-President.

Congratulations and best wishes to David Spurden and his new bride, Loise, who were married on Saturday, 2nd August. David's new address is 2 Thornton Street, Burley in Wharfedale, Ilkley. I hope to see you at Walsall Golf Club.

## Midland Section

*Vice Chairman:*  
V. W. SMITH

*Hon. Secretary:*  
A. KITE  
5 Lullington Close,  
Sutton Coldfield,  
West Midlands.

THE ANNUAL Summer Tournament and A.G.M. were held at the Habberley Golf Club on Monday, 14th July. The Tournament was played over 18 holes Medal Play and considering the weather had been so dreadful over the previous evening we were lucky enough to have a fine day to play the competition. We would like to pay tribute to John Grealy for the condition of the course, Mrs. Grealy and her helpers who once again supplied us with excellent meals, and finally the Captain and members of the club who allowed us the use of all their amenities throughout the day. The prizes were presented by the Captain of Habberley Golf Club, Mr. John Hud-

son, who also welcomed our Section to the club and expressed his pleasure on being able to entertain us all.

### List of Prize Winners

1st Net—V. Smith	68
(Habberley Cup, Carpet).	
2nd Net—D. Haynes	68
(Summer Cup).	
3rd Net—T. Morris	70
(Bottle of Whisky).	
4th Net—A. Parton	71
(Bottle of Gin).	
5th Net—E. Thomas	72
(½ Bottle of Gin).	
6th Net—A. Boraston	73
(Tray).	
7th Net—R. Chandler	73
(½ Bottle of Gin).	
8th Net—A. Kite	74
(Bottle of Wine).	
9th Net—A. Lewis	75
(6 Golf Balls).	
10th Net—J. Bevan	76
(Bottle of Sherry)	
11th Net—B. Ashby	76
(Cigarettes).	
12th Net—M. Blaydon	76
(Cigarettes).	
13th Net—J. Hughes	76
(Cigarettes).	
14th Net—W. Boyce	78
(Cigarettes).	
15th Net—N. Jones	79
(Cigarettes).	
16th Net—R. Pullen	80
(Golf Shirt).	
17th Net—H. Drewitt	80
(Cigarettes).	
18th Net—F. Ashby	80
(Cigarettes).	
19th Net—N. Pullen	80
(Cigarettes).	

The prize donors were Habberley Golf Club, Mr. and Mrs. J. Grealy and individual members of the Golf Club. The committee and members of the Midland Section would like to extend our thanks for their generosity.

The Annual General Meeting was held directly after the Summer Tournament had been completed. Officers elected were as follows:—President, Mr.