

It is a good idea to sprinkle the greens thoroughly immediately after applying the fertilizer so as to wash the material off the leaves of the grass and into the soil. In this way there is no danger of burning the grass.

Two or three applications of either of these materials at intervals of about four to six weeks should do much to thicken up the stand of bent. If there are large bare spots on the greens they should have more stolons planted in them but probably all the grass is growing there now that the soil is capable of feeding and you will need to fertilize to get better results.

You should use a rather heavy top dressing on these greens—one with more clay than you have in the soil in the greens. A good heavy clay loam top soil should help a whole lot if used at the rate of a cubic yard to about five thousand square feet at an application.

I would roll after mowing using a light putting green mower.

**Question:** Our greens all have a streak of about two feet in width around the margins which are brown and look very bad compared with the rest of the greens which have very good turf. What is the cause of it.

**Answer:** This is a common condition which can be seen on many golf courses. It is caused by the scrubbing and bruising of the grass when the men turn the mowers and rollers as they work on the green. It is common practice to mow around the margins of the greens before starting the back and forth cutting. By this the outside of the green gets a double dose of cutting but most of the trouble is due to the scrubbing action of the machines in turning especially the rollers. Remember a lawn roller does not have a differential like an automobile.

Sometimes on built-up greens the margins dry out for some distance into the green and the grass shows the need of more water.

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## Undeveloped Markets Await Live Pro

**T**HERE are three fellows for whom I used to feel sorry. They are Henry Ford, Alfred Sloan of the General Motors, and the golf professional. I used to think that their markets were so near the saturation point that they were destined to be out of luck in the future.

It seemed to me that everyone who could make the first payment had an automobile, and certainly every member of a golf club has at least a fair array of the equipment necessary to play the game. Hence the automobile men and the golf pros were in the plight of the washboard salesman who complained that he couldn't sell his washboards because they were like noses; everybody had one.

But men like Ford and Sloan soon showed me that there was no such thing as market saturation in their field. The family used to be considered the market unit for passenger automobiles. Now the unit is the individual old enough to drive and pay for a car. Around golf courses we see many of the caddies coming to work in dilapidated "collegiate" Fords that, due to the combined force of human ingenuity and providence, are running long past their

allotted spans. To the families that have Cadillacs the General Motors organization is suggesting the purchase of one of its less expensive cars, for what, queries this astute and resourceful band of salesmen, is a family with only one car?

Of these three gentlemen who aroused my sympathy, only the golf professional seems to have been negligent in shattering the false idol of market saturation. He is inclined to believe that when he had his present active members buying their clubs, balls and accessories from him his merchandising job is done and the profit possibilities exhausted.

### Buried Markets

I have seen figures on the number of active golfers in the country that ranged from one million to almost double this number. This took into consideration the male members of private golf clubs and the public park and daily fee course estimates of individual players.

Take a million and a half as a conservative estimate of the number of male golfers in the country. On this basis there

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