

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

THERE 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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## Undeveloped Markets Await Live Pro

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must be fewer than 125,000 women golfers who are at all active on private and public courses. These smart merchandisers, the automobile people, had 15,371,570 automobiles sold, registered and in service for passenger use in 1924, the year for which I happen to have figures handy. The income tax returns for 1923, which was none too good a business year, showed that 6,650,695 people paid income tax; of this figure 202,496 paid on incomes of \$10,000 and over and 318,825 on incomes of \$5,000 to \$10,000.

It seems to me that of the people paying on incomes of \$5,000 and above, or even less in the smaller towns where one can live better for less money, have in them far more than a quarter of their adult women members who should constitute the pros' immediate feminine market.

That there should be "golf widows" is an indication of oversight on the part of the golf pro. Golfroom told in a recent issue about Jerry Glynn, a young pro who took over a club that didn't look any too likely as a profitable location, and turned it into a miniature mint. Recall how much attention he gave to encouraging golf among the women?

Most women who do play golf play with clubs that have, for the greater part, been discarded by their husbands. They shoot poor games, undoubtedly not principally due to the misfit clubs they employ, but at any rate these clubs are given the blame. With this condition existing and with the help of every woman's eager desire to spend all of her husband's money and thus

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be sure of his virtue, why not make a strong play for women's club business? Nothing could be simpler than to get the campaign started with a segregated display in the shop of clubs for women. The shop's recognition of their special requirements will arouse their lively shopping instinct. All that a pro needs to get a tidal wave of women's business started his way is to sell a few sets of good and proper clubs to popular women players in his club and then pay enough interested attention to the solicitation of other women's business to cash in.

### Promote Women's Play

"Chet" Nelson at the Fort Wayne (Ind.) Country club furnishes a good example of a bright young pro who has made a rich shop profit off of women's business by encouraging women's play and taking a personal interest in their problems relative to their games and their equipment. Nelson has two women's sessions a week, Tuesday and Thursday, and on both of these days the course is crowded. He helps them run their tournaments. He has developed about as many women players as there are men players at the Fort Wayne Country club and in that way has practically doubled his market for his shop. There is the sort of an answer to a suspected market saturation that the automobile man gives. To the seller who uses his head there always is plenty of business to be had.

Among the pros who are up-and-at-'em on merchandising there is a general awakening to the profit to be had from brisk attention to developing women's business. One of the best stunts that a pro can pull to arouse women's interest is to present some tasteful and, of course, not too expensive trophy for a tournament that will run over several weeks and be of such a character as to give the long handicap player a good chance. Dave Tosh at Sunset Ridge Country club presented a handsome prize to his women's golf committee and probably was astonished to see what the results have been in increasing sales to women players whose interest has been aroused by a tournament that

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gives the inexperienced player a reasonable opportunity of winning.

### Cash In on the Kids

A professional who will take some interest in the development of golfing ability among the children of his members is putting himself in line for just so much "velvet" in shop and instruction profit. It has been found to be a good idea for some pros to have group classes for the youngsters. This results in many applications for individual instruction.

### How to Finance Fall Buying

(Continued from page 17)

Every manufacturer and every jobber can and will handle golf club notes providing the golf club officials will do their share to show that these notes are legitimate, will be paid when due and the club is worth the goods they propose to purchase. In other words, any and every manufacturer or jobber can bank golf club notes if he knows those notes are sound.

A second method of financing purchases when the club funds are exhausted is to produce the same sort of financial statement, present it to a local bank and if the club is sound the local bank will loan any golf club from \$2,000 to \$10,000 without question.

A third method of purchasing when finances are depleted is to make use of the time payment houses—such as those who finance the purchase of automobiles. These houses will charge more than a legitimate interest, but the interest charges, while exorbitant, are very small as compared with the value of the goods to the golf club at the time when they need it most. These time payment houses will accept the notes of a golf club only after a good financial statement is furnished, but they will accept those notes for a period of six, eight or even twelve months and the club will have no difficulty in paying those notes if they have some one in the treasurer's office, and a bookkeeper who knows a little about financing.

A fourth method of securing goods when club finances are low is to again produce a real financial statement and then ask one or two or three members of the club to advance the necessary money for five or six months. Each and every club has anywhere from twenty-five to seventy-five men who can loan \$10,000 or more for six months and if any one of these men have the interest of the club at heart and is

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