



Thomas E. Wilson (right) Chairman of the board, Wilson & Co. and Wilson Sporting Goods Co., addresses the sporting goods firm's annual sales meeting. Seated at the official table are Edward F. Wilson (left) pres. Wilson & Co. and William F. King, v.p. and gen. sales mgr. Wilson Sporting Goods Co.

INNOVATIONS PLANNED FOR WILSON 1948 GOLF CLUB LINE

Golf club improvements, no subsequent increases in price and expanded production plans furnished the golf platform presented at the spring and summer sales meeting of Wilson Sporting Goods Co. held recently in Chicago's Drake Hotel.

"There will be practically no increase in selling prices of the new improved golf club line, which we feel is the finest Wilson has ever presented," William F. King, vice-pres. and gen. sales mgr., told the group, pointing out that this is the first time since the war that the industry is able to offer well-rounded lines of golf equipment with substantial quantities of clubs in popular price ranges.

Mike Behrendt, factory supt., told of technical improvements planned for 1948 and Tom Flynn in charge of golf merchandising described numerous improvements and additions to the 1948 Wilson golf club line.

"There will be few special orders for some time to come," Flynn stressed, "with left-handed clubs being equally scarce."

Among the improvements announced were Gruv-Grip in the 1948 K-28 line, Patty Berg Signatures and Sam Snead Signatures with the latter being constructed in Strata-Bloc. There will be new Gene Sarazen personal model woods and irons. One of the new putters will be the Jim Ferrier with a stiff shaft like a sandiron.

A return to production in number five woods for the first time since the war and a general



Factory representatives inspect the new Wilson golf bags for 1948. Front row—Ray Cook, Buffalo; Fred J. Bowman, Vice-President; Ken McCormac, Chicago; Ed Rankin, Grand Rapids. Back row—S. T. McGeever, Schenectady; Bill Holmes, Ironton; George Grau, Tullahoma; Wally Hall, Chicago; Wilson Miller, Kansas City; Maurice Stevenson, Kansas City.

face-lifting in appearance with decals on the woods instead of stamping was announced.

The meeting was advised of increased production in golf balls to meet the growing demand.

Fred J. Bowman, vice-pres. in charge of manufacturing stated that, "With all natural rubber being used in Wilson golf balls for the past year,

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the trend is for the average golfer to play balls with lower compression."

Bowman also advised that the company planned to make more bags in 1948 than 1947 and expected to fill every order.

L. R. Freeburg, company sec'y., pointed out that golf has changed. "The butcher, baker, barkeeper, all play. The priest, the preacher and the professional all can be found on the same course. Out of the service came 1,000,000 new golfers and there's 1,000,000 more waiting the chance to play."

Science Helps Greenkeeping

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tinued feedings of sulfate are going to cause trouble. The trace elements in soils can likewise be lost by nitrogen feeding; boron, copper, zinc, iron, manganese and others. The plant must have these if it is to be healthy.

A greenhouse technician pointed out to our greenkeeping association that when their flowers get too much nitrogen they get soft, lush and will not stand shipping. To make the flowers more turgid and tough they wash out the bench and feed potash. If that applies in the greenhouse, why won't it apply to a green? We want a tough healthy turf that will take the abuse of 500 pair of spiked shoes a day and come back smiling.

Then, is it the thing to do to apply more nitrogen and one or two ounces of mercury compound per week and pray for the weather to be just right? That hardly seems like business methods. It may be a waste of both nitrogen and fungicide plus time.

Feeding What Plants Need

There are greenkeepers who are "spoon feeding" the tiny plants on their greens by a system that is based on "asking" the plants what they need to grow in a healthy way.

Dr. G. N. Hoffer, American Potash Institute, described plant tissue testing at the Purdue University short course in 1945 and again at the Midwest Regional Turf Conference March 17-19, 1947.

Those using the system know it is not perfect. A bit of common sense has to be used in interpreting the readings of the tests. No set quantity of materials can be specified to meet the needs of the plants.

And yet, the tests do show the major plant foods that are needed.

Here are some results of "spoon feeding" that are worthy of noting: On one course only 4 ounces of fungicide per 1000 sq. ft. was used during an entire season. Proper feeding is cheap, and one can have confidence in the results if science is substituted for guess work.

Greenkeepers from so many states have asked the writer for his program of green feeding that it is being presented here for argument in the hope that it will induce more examination and discussion of greens fertilization.

As soon as mat or "winter nap" is removed and the bent shows signs of new life I feed 40 lbs. of 6-10-4 or other good grade of lawn fertilizer as my spring feeding.

After 4 to 6 weeks ask the plants what if anything they need by tissue testing. Then if weather is cool I feed:

- 2 to 3 lbs. of sulfate of ammonia;
- 1 to 2 lbs. of mono calcium phosphate;
- 1 to 2 lbs. of 60% muriate of potash per 1000 sq. ft.

Add 1 lb. of Es-Min-El per green of 6000 sq. ft. or less. More if larger.

Apply the mixture in 150 gallons of water, follow immediately from a shower nozzle making "rain" on the green.

If fungicide is to be used it can be applied with this mixture.

Weigh chemicals accurately. Know exact size of every green. Grinding chemicals helps hold in suspension in the sprayer.

Dissolve 50 lbs. of Es-Min-El in 50 gals. of water. One gal. of solution will be same as the soluble nutrients from 1 lb. of material. It's only the water soluble material the plant can use.

Two or 3 light feedings per season of organic nitrogen applied dry are made when tests show the plants need only nitrogen.

In putting our greens to bed for the winter, 20 to 30 lbs. of 0-12-12 is applied per 1000 sq. ft.

To reduce snow mold greens are spiked just before winter freeze and 3 oz. of fungicide applied per 1000 sq. ft. Some greenkeepers claim the spiking is enough if greens are taken into the winter well aerated. But this does not always hold true.