



Ed Delahan, plant mgr., Golfcraft, Inc., and Ralph Guldahl inspect iron head with shaft hole in hozel bored and reamed to within .001 in. limit by special Kingsbury machine.

total of 279 in the Augusta Master's Invitational—both establishing records for the events. Pro for the Medinah CC (Chicago district), one of the country's largest and most beautiful, Guldahl will tour this winter's circuit, playing with his newly designed Golfcraft clubs.

Improved manufacturing methods of Golfcraft, Inc. are being developed under the supervision of Ed Delahan, plant manager. Delahan was formerly a production engineer with the Borg-Warner Corp., for 17 years, chief industrial engineer at the Oliver Corp., and, during the recent war, organized the production planning department of the Douglas Aircraft Co. in Chicago.

The plant modernization program includes the adoption of methods and equipment developed during the war. According to Delahan the objective of Golfcraft, Inc. is to eliminate handwork in the manufacture of clubs, as far as possible, in order to assure precision products.

#### PETER HENDERSON CO. IN ITS CENTENNIAL YEAR

One hundred years ago this month a Scotch lad, in this country but 4 years, began the Peter Henderson Co., pioneer American seed company. He was the first American seedsman to establish trial grounds to test the seeds he sold. Henderson's company today emphasizes that its "seeds are treated seeds." Henderson had many firsts. It was his company which introduced the famous "American Beauty" rose, in 1885. When the firm was 50 years old it presented a new rose called "Jubilee."

In the vegetable branch of his trade, Peter Henderson's company made fame, also. Best known among the firm's early novelties were the Trophy tomato, Early Summer cabbage, and the Green Prolific cucumber.

Although it was a century ago that Peter Henderson founded his company, his tenets of business are still the rule of his heirs—always be courteous, always answer every seeker of information, and reply to each letter the day it is received.

January, 1947

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