

## CUSTOM MADE WOODS

#1 THRU #15

## CUSTOM MADE PUTTERS

Including Famous "WON-PUTT" & "PRO'S OWN"

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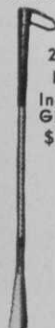
## Check this... It's Important

If a change has been made in your operating officials and department heads for 1964

**turn to page 152**

and make certain that those responsible for your club's successful operations are kept informed on the latest in operating practices and products.

## GOLF CLUB SHOE HORN



24" long.  
Flexible.  
Individually  
Gift Boxed.  
\$1.50 list.

Ideal for  
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Ht. 5 1/2"  
FULL HALF  
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Glass Bottom  
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GENUINE PEWTER  
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We will attach your winning Golf Ball on the top. Golf Pro! Honor every Hole-In-One with this inexpensive trophy.

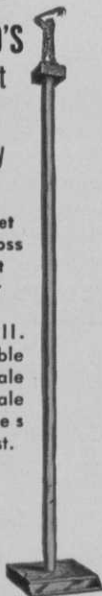
XPW-31 Ht. with Ball 4 3/4". Gen. walnut base. Sunray engraving plate and ball stand .....\$4.95



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Tallest  
Golf  
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for  
High Net  
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\$6.45 list.



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## Golf BUSINESS News

### Wilson Clubs Said to Increase Power, Accuracy

Wilson Sporting Goods Co., 2233 West St., River Grove, Ill., offers Foremaster woods and irons that are said to increase accuracy and deliver high driving power. The heads of the woods are professionally styled Strata-Bloc and are treated to seal out moisture. Foremaster irons have balanced weight distribution designed to increase the hitting area. Both woods and irons have flex-action shafts and top-grade calfskin grips.



### Cadmate Controls Disease

Cadmate, a product of Mallinckrodt Chemical Works, St. Louis 7, Mo., is said to control disease for a full month or more following application of 1/2 oz. per 1000 sq. ft.

### Compact Golf Purse Made by Par-Mate

A purse, said to be small enough to wear on a belt or toss into a golf bag, is made by Par-Mate, 10 West 33rd St., New York 1, N.Y. The compact purse, made of vinyl in a choice of eight colors, is roomy enough for make-up, cigarettes, money and other feminine needs.

## MAGIC FLUFF

Floor Covering  
Spike Resistant

NEW  
MAGIC FLUFF

Tee Mats  
Keeps clubs from marring.

**H. M. WISE**

212 Helen Ave., Mansfield, Ohio

### PGA Secretary Appointed AMF/Ben Hogan Salesman

Donald M. Gray, tournament secretary for the PGA in Michigan, has been appointed salesman for the AMF/Ben Hogan Company, 2919 W. Pafford St., Fort Worth, Tex. A native of Michigan, Gray will represent the golf equipment manufacturer in Mich., Northern Ind., and in the Northwest Ohio territory. Gray, a graduate of Wayne State University, has

been employed as a teacher in the Ferndale, Mich., public school system since 1951.

### New Brochure Describes Cushman Golfsters

Cushman Motors, Lincoln, Neb., has released a four-color brochure covering both gasoline and electric powered Cushman Golfster models. The standard line, completely new in 1964, and the various optional accessories are described. Detailed specifications also are included in the brochure.

Classified Ads • P. 149

### RYANS O.K. No. 4 SEEDER & SPREADER 4 Cu. Ft.(300 lbs) Capacity-3 ft. Spread



No Holes to Clog.  
Quick Shut-off Lever &  
Adjustable Gauge.  
Screw On Handle  
Spread Top Dressing.  
Nitro-Humus, Peat,  
Commercial Manure  
& Other Materials  
Successfully  
Weights Only 69 Lbs.  
Write Dept. "G"

DEALERS WRITE FOR OPEN TERRITORIES  
**H. & R. MFG. CO., Los Angeles 34, Calif.**

## THE KRO-KAR

QUALITY BUILT GOLF CARS

KRO-KAR users have something  
to crow about!

Several territories open for dealers. Write for dealer agreement

**KRO-KAR INC.**

55 Market S.W., Grand Rapids 2, Mich.



### Norman Roy Named Mardi-Car General Sales Manager

Mardigian Corp., of St. Clair Shores, Mich., has appointed Norman Roy general sales manager of its subsidiary, Mardi-Car, Inc. Roy has been connected with the golf car industry since 1954 and was associated with Ford Motor Co. prior to his joining Mardi-Car. According to the firm, Mardigian is one of the nation's leading producers of automotive body dies, tools and prototypes and was the first manufacturer of a golf car designed on automotive industry styling and engineering principles.



### Lamkin Leather Brochure

Lamkin Leather Co., 406 N. Aberdeen St., Chicago, Ill., 60622, has issued a brochure covering both leather and rubber slip-on grips. Requiring a minimum of time to install, the slip-on grips need no special tools or talent, according to the manufacturer. Complete instructions come with the standard set of 12 or with bulk orders.

Buyer's Service • P. 151

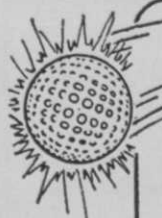
### LIQUID-LUSTRE GOLF BALL WASH

Costs as little as 2c per  
washer per week!

- Keeps golf balls SPARKLING WHITE! ... Golfers satisfied!
- Perfectly safe for washers ... either hard or soft water!
- Will Not cause RUSTING!
- No unpleasant odor—Ever!
- Used at fine golf courses from coast to coast!

ORDER YOUR SUPPLY TODAY!  
Per Single gallon.....\$4.75  
5 gallons, per each gal. can 4.50  
Order from your dealer or direct  
from DBA and give dealer's name.

**DBA PRODUCTS CO., INC.**  
Deerfield, Illinois



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**Aero-San**  
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327-4704

# Carlson & Ryder



golf course architects

New Fairfield, Conn.

203-746-9143

## Wilson Markets Golf Shoes

Wilson Sporting Goods Co., 2233 West Street, River Grove, Ill., manufactures what are described as superlative golf shoes for men and



women. The men's style is an Italian-inspired, black blucher oxford with leather uppers, insole and quarter linings and rugged welting. An attractive moccasin style for ladies is made of brown glove leather with white vamp and kilties. Both styles have Neolite weather-resistant soles and removable spikes.

## Westinghouse Lighting Bulletin

A six-page lighting bulletin has been issued by Westinghouse Lighting Div., Edgewater Park, Cleveland, O. Requirements of night golf on regulation, Par-3 and miniature courses as well as driving ranges are covered.

## Fernquest & Johnson Issues Tony Lema Catalog



Tony Lema Westerner woods and irons, Tony Lema Golden Gate, and the Fernquest & Johnson Accura clubs are described in a catalog available from the firm which is located on Collins Ave., Colma, Calif. A full page of the company's putter styles are shown, including hickory-shafted mallets, the steel-shafted Mars line, and the popular Tony Lema Golden Gate putter. The catalog has complete pricing information.

## Extension Spray Set

H. D. Hudson Manufacturing Co., 589 East Illinois St., Chicago, Ill., 60611, offers a Broad-Spray extension set as an accessory on a compression, knapsack or small power sprayer. The nozzle sprays a sharp, non-drift fan spray pattern about 36-ins. wide at pressures up to 50 lbs.

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## FRANCIS J. DUANE

Golf Course Architect

Member

American Society of Golf Course Architects

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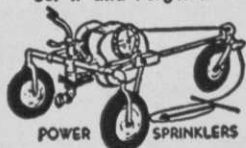
Send for the Paul Bunyan Story . . . and ask for a free Royer demonstration.

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Waters areas up to 140 x 650 ft. in one setting. Only 10 minutes to set or remove. Pulls itself along thru winding up a steel cable—Water Powered—Shuts off water automatically.

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## 'Birdie Grip' Wants Pro-Shop Distributors

Dyer products, Box 525, Canton, O., is seeking distributors for its "Birdie Grip." According to the firm, the all-leather patented product improves the golfing grip by training the hands to work as one unit during the golf swing. "Birdie Grip" is said to prevent the hands from releasing or slipping and creates an overlock that assures a firmer grip at the top of the backswing.



## Giant-Vac Offers Self-Propelled Cleaner

Giant-Vac Mfg. Co., South Willington, Conn., manufactures a self-propelled power vacuum cleaner with a riding sulky. Propelled by a 7 hp engine, the drive-unit consists of a heavy duty gear box, full-flowing differential and chain drive, according to the firm. Hose and other optional attachments are also available.



# WILLIAM W. AMICK

## Golf Course Architect

P. O. Box 1984, Daytona Beach Florida

255-7669

255-7310

and

290 Braumiller Road, Delaware, Ohio

362-7101

## Amateur Golf Awards

A brochure covering a standardized recognition program promoted by Amateur Golf Awards of America, 1713 Moravian St., Philadelphia 3.



Pa., was recently issued. Fourteen medal awards for individuals, men's and women's flight champions and regional champions are illustrated. The awards are designed to be attached to golf bags to provide easy recognition of a golfer's achievements. The program is approved by CMAA.

## New Greenlife Package Is Colorful, Weather-Proof

Greenlife Products Co., West Point, Va., is using a new package for its 1964 line of lawn and garden products. Featuring a greater use of color and a simplified design, the new packages are coated with polyethylene to permit outdoor storage. Greenlife products are the only line of plant foods with 100 per cent organic pine bark base, according to the firm.

# GEOFFREY S. CORNISH

## Golf Course Architect

Fiddler's Green

Amherst, Mass.

Phone: 413-253-3913



# ROBERT BRUCE HARRIS

## Golf Course Architect

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**Seven Sturdy Bags Make Up  
 Richard Milton 1964 Line**



A descriptive brochure and wholesale price list recently issued by the Richard Milton Corp., 651 Arroya Ave., San Fernando, Calif., include a wide range of styles and prices. The top of the line is an elegant 9-in. round "pro styled" bag for 21 clubs. Made of Cal Hyde vinyl with leather trim, the bag has four pockets. All Milton bags feature welted seams, nylon and cotton thread, fibre reinforced upper and lower cuffs, nickel-plated hardware and quality weatherproofed aluminum zippers.

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**Cushman Unveils New Line  
 In Cross-Country Shows**

On April 15, Cushman Motors, Lincoln, Neb., began a three-month series of open houses to introduce its completely new line of three-wheel



vehicles for municipal, industrial and turf applications. Being shown during the two-day events in 60 cities are Cushman three-wheelers including a mobile welding shop, a police vehicle, a vehicle with a hydraulic dump body for refuse removal and a versatile all-purpose vehicle for total grounds maintenance, according to the firm.

**RALPH PLUMMER**

**GOLF COURSE ARCHITECT**

Member, American Society  
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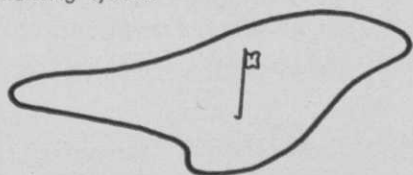
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 Pershing 8-4215





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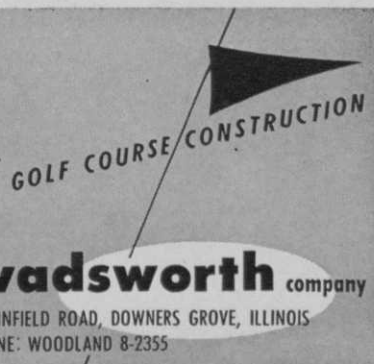
## Sprinkling Problems Solved by New Moody Controller

Moody Sprinkler Co., Inc., Box 240, Arcadia, Calif., has engineered and developed the Model M controller to solve most of the sprinkling problems faced by architects and supts. Single, double and triple-cycle panels with six or ten-station programming almost eliminate the limitations and compromises that in the past have added so much to installation costs, according to the firm. Operational economies, reliability and long life are among other attributes claimed.



## Spec-Locs Holds Golfers' Glasses in Place

Golf Designs, Inc., P.O. Box 249, Fitchburg, Mass., markets a new product, Spec-Locs, designed to renew tension to eyeglass frames. According to Golf Designs, Spec-Locs are elastic rings, inserted over the hinges between the temples and the eye pieces of the frame.



708 PLAINFIELD ROAD, DOWNERS GROVE, ILLINOIS  
TELEPHONE: WOODLAND 8-2355

## William F. Gordon

and

## David W. Gordon

Golf Course Architects

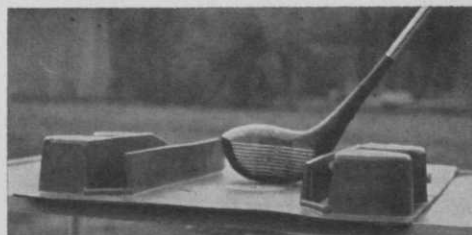
Doylestown, Pennsylvania

Fillmore 8-4243

American Society of Golf Course Architects

## SwingMaster Helps to Groove Swing

SwingMaster, Inc., 3034 N. 24th St., Phoenix, Ariz., has developed a device to help develop a perfect golf swing. Endorsed by Gary Player,



the device concentrates on the five inches of swing prior to impact and the five inches following impact. If the club is not in the groove during this critical part of the swing, battery-activated buzzers on either side of the Swing Master sound. If the buzzers stop ringing the swing is mastered.

## Dymo Identification Badges

Dymo Industries, Inc., Box 1030, Berkeley 1, Calif., offers a machine that permits fast, simple, low cost production of embossed name tags. The tags are useful wherever personal identification is desirable, such as at golf courses.

"Give your course a signature"

Robert Trent Jones

GOLF COURSE ARCHITECT

20 VESEY STREET  
NEW YORK 7, N.Y.  
212-BE 3-1023

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435-4370

## Paulini & Vespa Bros., Inc.

### GOLF COURSE CONSTRUCTION

**Builders of Better Golf Courses**

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Hopkinton, Massachusetts

### Orangeburg Names Hunter Installation Instructor

The appointment of Robert C. Hunter as chief installation instructor was recently made by Orangeburg Manufacturing Co., a division of the Flintkote Co. Hunter trains contractors and inspectors in the proper installation of Flintite asbestos-cement pipe, and assists sales engineers in field installation methods, including handling, machining, cutting and the proper use of tools. Hunter has specialized in course construction since 1960 and has supervised irrigation installations at Eastern courses.



### Ransomes Issues 1964 Descriptive Brochure

Ransomes Sims & Jefferies, Ltd., Ipswich, Eng., has released a descriptive bulletin covering its hand, motor, electric, rotary and professional mowers. Ranging from 12-in. to 40-in. models, plus heavy-duty models cutting up to 7-ft. 2-in., the Ransomes lines offer to fill almost any turf tending needs.

## Complete GOLF COURSE CONSTRUCTION BY CONTRACT VAN BUSKIRK CONST. CO.

Grading, Supervision, Irrigation  
and Seeding

Free Estimates

**GUARANTEED WORK**

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Ph. 552-2485 Hawarden, Ia.

Ph. 5-3612 Sioux City, Ia.

### Two Newly Designed Carts from Product Engineering

Product Engineering Co., 47-7 S.E. 17th Ave., Portland, Ore., 97202, has added two newly designed, quality constructed, economy



priced golf carts to its 1964 line. A special feature incorporated into both carts is the "Press-Toe-Matic" folding device at the base of the cart. The carts are designed to roll either open or folded and lock in both positions. Both models are made of die cast fittings eliminating all rivets and stamped sheet metal parts. The

de luxe model, "Corsair," has the added convenience of a stroke counter with cigarette and tee holder on the handle. Both models are covered by a one-year guarantee.

A fleet of 26 Toro mowers will be used in turf maintenance at the New York World's Fair. Toro Manufacturing Corp., of Minneapolis also is represented with a display in the Minnesota Pavilion.

## Specializing in Printing for Clubs and Pros.

CHARGE CHECK BOOKS  
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BULLETIN BOARDS

# Golf Score Cards

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701 S. La SALLE ST. • CHICAGO 5

## PAR • HOLE • YARDAGE MARKER



Made to your specifications. 14"x7" Green and White die embossed steel, including 26" stakes, cad plated bolts and nuts.

Set of 9 ..... \$44.00

Set of 18 ..... \$88.00

Standard wordings, 10" x 7": OUT OF BOUNDS,

REPLACE DIVOTS, etc. \$1.60 ea. Hole numbers 1-9 \$13.75; 1-18 \$27.00; 26" Steel Stakes .60 ea. Write for golf catalog, traffic sign catalog.

**GRIMCO • 8105 Rosalie • St. Louis**

## LOCKER NAMEPLATES

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Equipment — Supplies — Fixtures  
Consulting & Contracting Services

Write for complete catalog

# WITTEK

## GOLF RANGE SUPPLY CO., Inc.

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### True Temper Promotes Gutz to Executive Vice President

Ray T. Gutz has been promoted to the newly created position of executive vp of True-Temper Corp., Cleveland 15, O. The new post was necessitated by the company's aggressive growth program, new and improved product development, market expansion and new plant construction. Gutz has been a marketing vp since 1962, and was merchandising vp from 1957 to 1962. He joined the staff of True Temper Corp. in 1949.



### 'Sure-Lock' Spikes On Etonic Shoes

Charles A. Eaton Co., Brockton, Mass., has developed a "Sure-Lock" spike for golf shoes. The new spike, because of two scientifically placed crimps on the outer edge of the spike, locks to the shoe so that there is no danger of the spike falling out, according to the firm. With this development, Eaton claims to have solved a long-standing problem and complaint. All Etonic Staff models produced after May will be equipped with "Sure-Lock" spikes, and by the end of June, all Etonic shoes will be produced with the new spike.

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Irrigation Systems

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Phone: 699-6974 or 673-1067

### Registered Royal Golf Balls Meet High Test Standards

The registered Royal golf ball made by U.S. Rubber, Rockefeller Center, New York, N.Y., and sold only in pro shops, has passed



what are claimed to be the highest standards ever set for a golf ball. According to the firm, it takes over 9 days and 85 separate steps to make a single candidate for Royal registration tests. With a registered Royal golf ball, the golfer is assured by US Rubber of consistent, unchanging quality that feels and drives exactly the same every time.

## Singleton Irrigation Systems, Inc.

Manchester-by-the-Sea, Mass.

JACKSON 6-4649

219 E. Broward Blvd., Fort Lauderdale, Florida  
JACKSON 4-4331

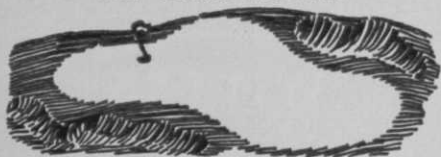
Engineers, Consultants & Installers  
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EDWARD LAWRENCE

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GOLF COURSE ARCHITECT



Code 312 352-2113

11 South La Grange Road La Grange, Illinois

**Stylish Princess Putter  
Made by Ben Hogan/AMF**



Manufactured by the Ben Hogan Sales Co., 2919 W. Pafford St., Fort Worth, Tex., the Princess Putter is said to be designed of a material with weight that is especially adaptable to a lady's stroke. The jewel-like gleam of the club head accented by the blue Hogan slip-proof grip makes a

stylish addition to a lady's golfing ensemble, according to the firm. The Princess Putter is available in 34-in. length only.

**Contact Leather Conditioner  
Keeps Grips, Gloves Pliable**

Lamkin Leather Co., 406 North Aberdeen St., Chicago, Ill., 60622, said to be the largest manufacturer of leather grips for clubs, now offers Contact leather conditioner in an aerosol can. According to the firm, Contact is absorbed into the leather pores and renews the tacky feel without coating the grip. Contact is also recommended for gloves to keep the leather soft in all kinds of weather.

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**GOLF COURSE DESIGN  
AND CONSTRUCTION**

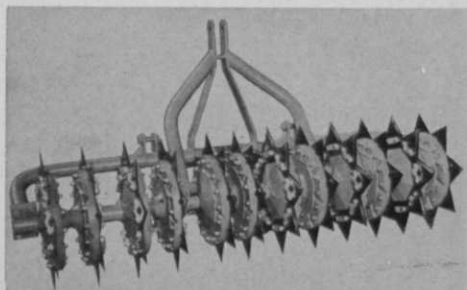
**EDMUND B. AULT**  
**GOLF COURSE ARCHITECT**

*Sculptured Greens*

11607 Grandview Avenue  
Silver Spring, Maryland  
301-942-0716

**Ryan Tracaire Aerator  
Made in Two Models**

Ryan Equipment Co., 2055 White Bear Ave., St. Paul, Minn., 55109, now offers a 12-wheel and 9-wheel aerator. Both models aerate a 6-ft.



swath and are designed for use with tractors that have a 3-point hydraulic hitch. Each operating wheel is mounted with a set of eight aerating tines. The Tracaire, with a complete set of coring, slicing and renovating tines, can be used throughout the turf growing season for a complete building and improvement program, according to Ryan.

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544 Sierra Vista Avenue  
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Sycamore 3-6944

ATlantic 7-2933

## Etonic Computerizes to Speed Up Shoe Orders

Robert A. Eaton, vp of the Charles A. Eaton Co., and Frank Julian, data processing manager for the Univac 1004, watches the newly installed Univac



1004 process orders for Etonic shoes. According to the Brockton, Mass., firm, the company can now fill 95 per cent of its orders within 24 hours of receipt. All invoices, statements, inventory control, monthly, quarterly and yearly salesmen's records are handled by the Univac 1004. From stored statistics, the machine projects sizes and colors needed plus the quantities of various styles and sizes needed to meet the demand of any given month.

## Product Facts Are Packed Into MacGregor 1964 Catalog

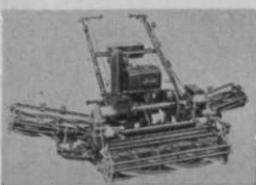


The 1964 "Professional" golf catalog issued by MacGregor - Brunswick, 623 So. Wabash Ave., Chicago, Ill., 60605, is designed to aid pros in sales and merchandising. Included is a description of Mac-

Gregor's complete line of golf equipment and accessories. The all-new DX Tourney woods and irons are said to feature aids that are designed to improve the player's game. Many of the same features that sell the DX Tourney models have been incorporated in the MacGregor Tourney clubs, according to the firm.

## De Luxe Power Reel Mower Made by Locke-Devere

A power reel mower manufactured by Locke-Devere, 1085 Connecticut Ave., Bridgeport, Conn., has single units that cut 25 or 30-in.

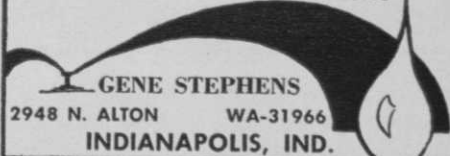


swaths and triplex units that cover 70 or 75-in. widths. The cutting blades travel in front of rubber rollers to avoid bruising grass before it is cut. The rollers, according to the firm, apply gentle pressure helpful to the turf. Powered by four-cycle air-cooled engines, the Locke mower features counter-balanced cutter units that assure even cutting and minimize the need to trim along raised borders or walks.

## PETE DYE GOLF COURSE DESIGN AND CONSTRUCTION

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ST. CHARLES, ILLINOIS



JUNO 4-6340

## ARCHITECT

Rowland Brown Armacost, G.C.A.

## GOLF COURSE DESIGN

Stonehouse Road  
Hinsdale, Mass., 01235

Tel. Code 413  
655-2704

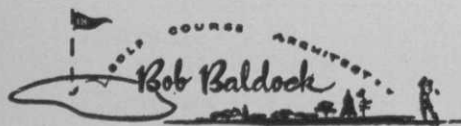
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## WELTON and COLLETT

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## Samuel S. Mitchell

Golf Course Architect  
Designer and Builder

18 Old Randolph Street  
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## HORACE W. SMITH

### GOLF COURSE ARCHITECT

Quality Construction

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2 miles from Norristown, Pa.

## Trade Briefs

Toro Manufacturing Corp.'s annual report for year ending July 31, 1963 shows that the company had earnings of \$878,321 for the 1962-63 fiscal period . . . Net sales amounted to \$22,900,000 . . . Sales were up \$1 million over the previous year and profits about \$35,000 . . . A 44-page George A. Davis, Inc. spring catalog was released early in April . . . Also off the press in recent weeks was Wilson Sporting Goods' "Press, Radio, TV Information on the Women's Advisory Staff" . . . An article in O. M. Scott & Sons Co.'s spring "Lawn Care" bulletin tells how to break the crabgrass cycle.

Staff members of Etonic were guests of the Charles A. Eaton Co. for a "champagne breakfast" at the New York golf show . . . Official dedication of the \$10 million Flintite Co. plant in Ravenna, O., took place late in April . . . Board of Mallinckrodt Chemical Works, St. Louis, recently named Warren F. Michener vp and Lester O. Glusenkamp assistant treasurer . . . DiFini Originals and DiFini Knitwear have moved to larger quarters at 367 Southern blvd., Bronx, N.Y. 10454 . . . Shipping and manufacturing operations are handled under one roof of a new building.

August G. Buhr, 52, chief engineer of Allis-Chalmers' implement development div., died in mid-April in a Milwaukee hospital . . . Jarman-Williamson Co., Portland, Ore., recently held a three-day sales meet for 29 reps in Las Vegas . . . New lines of Bag Boy, Play Day, Clubster carts and Cart Mate bags were unveiled . . . Agricultural Plastic Co., Upper Montclair, N.J. and Detroit, has changed its name to Staff Industries, Inc. The firm manufactures liners for ponds, rinks, etc. . . Mrs. Paavo Elo, Setauket, L.I., guessed exactly how many golf balls and green markers were in an AMF-Ben Hogan sphere at the New York golf show and was given a complete set of Hogan clubs . . .

Robert F. Smith, president of the PGA Golf Equipment Co. has announced appointment of Bill McGinn as sales administrator . . . Jack Schnaeder recently was named assistant ad manager for the same organization . . . Frank P. Water has been appointed product manager of golf equipment by the Brunswick Corp. sports division . . . A graduate of Harvard Business School he has spent 17 years in consumer sales and marketing . . . Allis Chalmers reported first quarter sales of \$144 million, 20 per cent higher than the same period in 1963 . . . Net earnings for the first quarter were \$2.1 million.

William G. Rector has resigned as president of True Temper Corp., but will continue with the company as a consultant . . . Convoy DeLuxe and Corsair golf carts will be featured gifts on six major TV network shows between mid-May and mid-August . . . They are manufactured by Product Engineering Co., Portland, Ore. . . First Flight Co.'s sales for 1963 were \$900,000 higher than '62, according to Lew W. Oehmig, president . . . They topped the \$4,200,000 mark and are expected to hit \$5 million this year.