Now we’ve made a good thing even better.

If you saw Golfomat at recent trade shows and exhibits around the country, we know you were impressed. With the revolutionary new computerized golf system that lets you play—indoors—three of America’s most famous and challenging courses: Pebble Beach, Doral and Congressional. And with its profit-making potential as a teaching tool in your pro shop and for club members.

But now Golfomat has TRACER. The exclusive better-than-ever feature that actually lets the golfer keep his eye on the ball all the way . . . actually follow the flight of his shot right down the fairway!

You’re always teaching the importance of following through. Do some of it yourself by mailing the coupon for complete information about Golfomat with Tracer. Or call Dan Creveling at 703-549-3400. He’s not a golf pro but he’ll give you a “playing lesson” you won’t forget! GREENS FEE: $11,500.

GOLFOMAT
Daniel J. Creveling, National Marketing Manager
816 N. Saint Asaph Street, Alexandria, Virginia 22313
PHONE (703) 549-3400

Please rush me complete information on GOLFOMAT including the new TRACER feature.

NAME

COMPANY

ADDRESS

CITY, STATE, ZIP
ZIPP with BALAN not only makes your course look terrific, it makes you look terrific, too.

As a golf course superintendent, the beauty of your course is your primary job. If you want to keep your course beautiful, and your players happy, use ZIPP with BALAN.

The grass-growing, deep-greening nutrients of ZIPP polyphosphate fertilizer combine with famous BALAN selective pre-emergence herbicide, to form a one-two punch that beautifies the turf while it kills unsightly weeds.

You can control Poa annua, crabgrass, goosegrass (crowfoot or silver crabgrass), watergrass (barnyardgrass), and both yellow and green foxtail. Because you can stop them before they take hold—in the germinating stage—BALAN is safe. No harmful residues. No arsenic, no lead, no mercury. And it has very low toxicity.

ZIPP provides greater phosphorus efficiency than other types of fertilizers. It is a controlled-release, polyphosphate with bonded zinc, iron and sulphur.

The two materials actually work independently of each other, because of the way the product is formulated. BALAN is on the outside of the fertilizer granules.

ZIPP with BALAN. A beautiful product. For beautiful courses. At a beautiful price. For more information write or call: Occidental Chemical Company of Texas, Mike Howard Lawn and Turf Manager, P.O. Box 5337, Houston, Texas 77012 (713) 477-8811

ZIPP is a registered trademark of Occidental Chemical Company, a division of Occidental Petroleum Corporation.

Occidental Chemical Company
We want you to meet the new, 1974 Greens King.

Just like the rest of us Jacobsen Distributors, Joe Holman (of Lawn & Golf Supply Co. in Phoenixville, Pa.) is pretty excited about the all new version of the famous Greens King.

It still does the job of 3 or 4 men with hand mowers. It can still cut 18 greens in about 4 hours. And now more than ever, it's still the champ.

It even looks like a champ. Take the new, sleek ground-hugging design. Just because the Greens King is rugged doesn't mean it can't be handsome.

The mowing units can now be operated individually, or in any combination, by simply moving levers on the control panel. Then there's the new transmission that gives 3 forward speeds as well as one reverse. Which means faster transport between greens.

And the husky 14 HP engine runs smoother and more quietly. Rubber mountings and a new muffler see to that. The hour meter is standard. As is the new, cushy adjustable seat and the new style tires. There's even a brand new steering mechanism with a nifty new steering wheel for tighter turning and easier control.

If you're at all interested in seeing how you can have beautifully mowed greens by using less manpower while doing the mowing faster, we'd like to tell you all about the new Greens King. In fact, we'll even take you out for a ride in one of them.

Once you've met the 1974 Greens King, you may never be satisfied with anything else again.

Your Jacobsen Distributors.

Before we sell it, we buy it.

For the name of the distributor near you write: Jacobsen Turf Distributor Directory, 1721 Packard Avenue, Racine, Wisconsin 53403.

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<table>
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<tr>
<th>Company Name</th>
<th>Address</th>
<th>Phone Numbers</th>
<th>Products</th>
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<tr>
<td><strong>DAD'S ROOT BEER COMPANY</strong></td>
<td>2800 N. 774-3339</td>
<td></td>
<td>Bar-B-Frank rotisserie hot dog warmers; Infra-red-ray sandwich toasters; Red-ray ovens; Foods-in-Motion heating systems for buns and breads; Food Warmers</td>
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<td><strong>DANIELSON COMPANY</strong></td>
<td>3072 71 St., S. Blvd., Los Angeles, Calif. 90040 (213) 685-8020</td>
<td>W. L. Davis Jr., pres.; Hoyt Hackney, v.p. mfg.</td>
<td>Danola Danish hams, cooked beef and salami</td>
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<td><strong>DATCON PRODUCTS MFG. COMPANY</strong></td>
<td>1720 N. Marshfield Ave., Chicago, Ill. 60622 (312) 342-2922</td>
<td></td>
<td>Dada Nozzles, pumps, spray guns</td>
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<tr>
<td><strong>DEANS INDIAN TRAIL CRANBERRY COMPANY</strong></td>
<td>Box 460, Green Bay, Wis. 54305 (414) 437-7961</td>
<td></td>
<td>Indian Trail Cranberry saucers, canned cranberry sauce; Whole Cranberry sauce, Indian Trail and Vine Fresh fresh cranberries</td>
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<td><strong>DEDOES INDUSTRIES, INC.</strong></td>
<td>302 S. Albright St., Arcanum, Ohio 45304 (513) 692-8556</td>
<td></td>
<td>Dedoes greens and tees aerator, roller, spiker, slicer; Dedoes fairway aerator, roller, spiker, slicer</td>
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<tr>
<td><strong>DEER &amp; COMPANY</strong></td>
<td>John Deere Rd., Moline, Ill. 61265 (309) 792-8000</td>
<td>John Deere lawn and garden tractors; walk-behind rotary mowers; edger trimmers; chain saws</td>
<td>Mike Heitman, mktg. mgr., Horicon, Wis.; Bill Gordon, mktg. mgr., Moline, Ill.</td>
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<td><strong>DEER INSTRUMENT COMPANY</strong></td>
<td>117 S. Water St., Kent, Ohio 44240 (216) 673-9511</td>
<td></td>
<td>Residential and commercial carpeting Joseph O. Cosgrove, dir. mktg. carpets and rugs; Clentis Harris, mktg. ser. mgr.; Dr. T.J. Malone, gen. mktg. mfg.</td>
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<td><strong>DEVLAVAN MFG. COMPANY</strong></td>
<td>811 Fourth St., W. Des Moines, Iowa 50265 (515) 244-7100</td>
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<td>Devlavan nozzles, pumps, spray guns, sprayer accessories</td>
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<tr>
<td><strong>DERBY CAP MFG. COMPANY, INC.</strong></td>
<td>4575 Joliet St., Denver, Colo. 80229 (303) 373-1700</td>
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<td><strong>DERBY CAP MFG. COMPANY, INC.</strong></td>
<td>700 W. Main, Louisville, Ky. 40202 (502) 587-8495</td>
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DIPLO-MAT MFG. COMPANY—1290 Hope St., Alviso, Calif. 95002 (408) 263-2116
Diplomat golf mats
Robert E. Olson, owner

DIRECTIONAL INDUSTRIES, INC.—979 Third Ave., New York, N.Y. 10022 (212) 751-3350
Furniture
Joseph Macedo, pres.

DISPLAY CREATIONS, INC.—1332 Broadway, Detroit, Mich. 48226 (313) 962-9588
Display creations showcases; golf club display racks; display supplies; clothing forms; garment hangers; mannequins; pro-shop designing and layout
Henry Y. Leopold, pres.; Fred Flatow, gen. mgr.; David Horan, sls. mgr.

DISPLAYARAMA, INC.—811 N.W. 1st Ave., Miami, Fla. 33101 (305) 377-2131
Store equipment; display racks, fixtures, forms; hangers
Melvin Brazer, pres.; Arthur Kasper, sls. mgr.

DISSTON, INC.—601 Grant St., Pittsburgh, Pa. 15219 (412) 281-8844
Professional Duty cordless grass shears; hedge shears

DISTILLERIE STOCK U.S.A. LTD.—58-58 W. Foothill Blvd., Monrovia, Calif. 91016 (213) 357-1573
Stock imported brandies, cordials, vermouth and Cherristock imported liqueur
Joseph Macedo, pres.; Paul Revere bowls; pewter tankards; serving dishes etc.
Edward A. Dion, proprietor and sls. mgr.

DOLMAR NORTH AMERICAN CORP.—947 W. Foothill Blvd., Monrovia, Calif. 91016 (213) 357-1573
Dolmar 118 chain saw

DORSON SPORTS, INC.—5-09 Burns Ave., Hicksville, N.Y. 11801 (516) 822-2424
Dorson golf putters, umbrellas; Maxie-Pro knit club covers; Maxie, Diplomat, Royal-Tee golf gloves; D-S-I socks; tennis gloves
Richard Goldstein, pres.; Albert Goldstein, sls. mgr.; Irving Wasserman, gen. mgr.; Harvey Felton; Paul Abraham

DOUBLE SPRINGS DISTILLERS, INC.—Blair Bldg., 645 N. Michigan Ave., Chicago, Ill. 60611 (312) 787-4046
Marketing and advertising on Double Springs brands

J. A. DOUGHERTY’S SONS, INC., DISTILLERS—1429 Walnut, Philadelphia, Pa. 19102 (215) 564-1000
Governor’s Club blended whiskey; Daniel Webster Str. bourbon; Dougherty’s imported Scotch; Skol vodka; Dougherty’s Irish coffee liqueur

DOUGLAS FURNITURE CORP.—5555 W. 66th, Chicago, Ill. 60638 (312) 735-0500
Institutional tables and chairs

DOW CHEMICAL USA—Box 1706, Midland, Mich. 48640 (517) 636-1000
Fumazone turf fumigant; Dursban 2E turf insecticide
Bil Hick, sls.; Art Leasure, senior sls.; Paul Deets, senior sls.

DOWNS CARPET COMPANY, INC.—Box 475, Willow Grove, Pa. 19090 (215) 672-1100
Downs Carpet
T. George Downs, pres.

DR. PEPPER COMPANY—P.O. Box 5086, Morton R. Cohen, pres.; Howard I. Cohen, v.p. mktg.
T. George Downs, pres.

DOLMAR NORTH AMERICAN CORP.—947 W. Foothill Blvd., Monrovia, Calif. 91016 (213) 357-1573
Dolmar 118 chain saw

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T. George Downs, pres.
SUPPLIER INDEX

Seventh Ave., New York, N.Y. 10019 (212) 957-3390
Comte de Vogue, Drouhin, Faiveley-Burgundy wines; Chateau Latour, Moueix, Chateau Haut Bailly, Delor, Pierre Jean, Schroder and Schyler, Vergez-Bordeaux wines; Comte Lafond, Ladoucette, Sauterne-Schroder and Schyler, Vergez-Bordeaux wines; Delas Freres for Burgundy wines; Chateau Latour, Moueix, wines; Comte Lafond, Ladoucette; Sauterne-German wines; Casal Garcia, 2075 N. Campbell Ave., Chicago, Ill. 60647 (312) 479-1891

DRI ALL, INC.—P.O. Box 309, Attica, Ind. (317) 295-2255
Champagne; Massegnez French Fruit Juice

DUFFY-MOTT COMPANY, INC.—370 Lexington Ave., New York, N.Y. 10017 (212) 686-3080
Motts apple sauce, juice; Fruit Treats; cider; pie fillings; Sun-sweet prune juice, cooked prunes; Apricot Nectar; Apple-Apricot-Prune juice

DUKANE CORP.—2900 Dukane Dr., St. Charles, Ill. 60174 (312) 584-2300
Sound filmstrip projectors for golf instruction; intercommunication systems for pagaing, intercom, telephone
John E. Boisford

DULCOP TIRE AND RUBBER CORP.—P.O. Box 1109, Buffalo, N.Y. 14240 (716) 877-2220
MaxFli Blue, Red, Green, Black golf balls; MaxFli, MaxPower, Gundy, Susie Maxwell, Bob Charles golf clubs; MaxFli golf bags; Master golf shoes; tennis bags; shoes; nets; pressers; racquet covers, frames; wooden racquets; racquet strings

DUFOuld INC.—P. O. Drawer A, Mohawk, N.Y. 13407 (315) 866-4000
Toy golf clubs; MaxFli golf bags; MaxFli, MaxPower, Gundy, Susie Maxwell, Bob Charles golf clubs; MaxFli golf bags; Master golf shoes; tennis bags; shoes; nets; pressers; racquet covers, frames; wooden racquets; racquet strings

E. I. DUPONT DE NEMOURS & COMPANY, INC.—Wilmington, Del. 19898 (302) 774-2421
Tersan SP, LSR, 1991 turf fungicides; Tuspen surf herbicide; Uramesite ureaform fertilizer
Robert T. Miller, prod. spec., turf prod.

DURA-FIBRE CORP.—2300 Arrowhead Dr., Carson City, Nev. 89701 (702) 882-6683
True Temper graphite shafts; L, A, R, S, X, XX flexes

DURAFRAME CORP.—13417 S. Halsted St., Chicago, Ill. 60627 (312) 233-1702
Caddy Carry golf bag stand
C. R. Oblinger, pres.

PETE DYE & ASSOC.—210 Main St., Urbana, Ohio 43078 (513) 653-6127
Golf course architects
Pete Dye, architect; Roy Dye, architect

E & L PRODUCTS COMPANY—200 Fifth Ave., New York, N.Y. 10010 (212) 255-6870
Tennis balls; presses; racquet covers; metal racquets
Larry Ellenberg, exec. off.

EAGLE-PICHER INDUSTRIES—MINERALS DIV.—900 American, Cincinnati, Ohio 45202 (513) 721-7010
Dialoam soil conditioner; Super Fine soil top dressing

EASTERN GOLF COMPANY, INC.—2537 Boston Post Rd., Bronx, N.Y. 10467 (212) 547-3918
Full line of driving range equipment including special woods and irons; new and used golf clubs; golf sets; pails; baskets; commercial golf ball pickers; wood and rubber tees, scoops, retrievers; ball washers; golf ball soap, mats, rubber and brush, ball dispensers; insect foggers; electric bug killers; plastic chain and posts; display racks and fixtures; golf bags and accessories; gloves; shoes; hats; golf carts for resale and rental; grips and grip supplies; course signs; flags; poles; umbrellas
Joe Nemeth, pres.; Frank Kohuth, dir. mktg.; Steve Millsaps, v.p./sls. mgr.

EASTERN STEEL RACK COMPANY—166 Pleasant St., Boston, Mass. 02125
Food service equipment
David L. Kaplan, v. p.; Ira L. Kaplan, dir. mktg.

EASTERN WINE CORP.—Bronx Terminal Market, New York, N.Y. 10051 (212) 292-2200
Chateau Martin Sparkling cold duck, pink champagne, champagne, sparkling burgundy, vermouth, fruit wines, wine specialties

EASTON ALUMINUM—7800 Haskell Ave., Van Nuys, Calif. 91406 (213) 782-6445
Aluminum golf shafts
J. L. Easton, pres.; J. R. Johnston, gen. mktg.

EAST PENN MFG. COMPANY, INC.—Deka Road, Lyon Sta., Pa. 19536 (215) 682-6361

EAST TENN MILLS, INC.—2300 Buffalo Rd., Johnson City, Tenn. 37601 (615) 928-7186
Tennis balls; shorts
I. B. Couch, exec. off./sls. mgr.

CHARLES A. EATON COMPANY—147 Centre St., Brockton, Mass. 02403 (617) 583-9100
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<th>Company Name</th>
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<td>GOLF EZE TEE COMPANY</td>
<td>1745 S. Zionsville Rd., Lambertville, N.J. 08530 (609) 693-1200</td>
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<td>Golf tees, flagsticks, balls, tees, and more</td>
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<td>EDWARDS SPORTSWEAR</td>
<td>6801 S. Arlington Ave., Los Angeles, Calif. 90044 (213) 487-0600</td>
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<td>Sportswear, tennis gear, golf bags, and accessories</td>
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<td>EAGLE GOLF STORES</td>
<td>1212 W. Alvarado St., Los Angeles, Calif. 90027 (213) 624-5800</td>
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<td>Golf clubs, bags, and accessories</td>
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<td>EAGLE GOLF SUPPLIES</td>
<td>4240 N. Lankershim Blvd., North Hollywood, Calif. 91606 (818) 846-0100</td>
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<td>Golf supplies, clubs, and accessories</td>
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<td>EAGLE DRY CLEANING</td>
<td>1111 E. Alvarado St., Los Angeles, Calif. 90027 (213) 624-5800</td>
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<td>Dry cleaning and laundry services</td>
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<td>EAGLE LAUNDRY</td>
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<td>EAGLE NECK EXPOSURES</td>
<td>4240 N. Lankershim Blvd., North Hollywood, Calif. 91606 (818) 846-0100</td>
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<td>Wine glasses, and beer coolers</td>
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<td>EAGLE PRODUCTS</td>
<td>1111 E. Alvarado St., Los Angeles, Calif. 90027 (213) 624-5800</td>
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<td>Tables, chairs, and other furniture</td>
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<td>EAGLE WATER COOLER</td>
<td>999 S. Lankershim Blvd., North Hollywood, Calif. 91606 (818) 846-0100</td>
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<td>Water coolers</td>
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<td>EAGLE VALLEY</td>
<td>1818 W. Alvarado St., Los Angeles, Calif. 90027 (213) 624-5800</td>
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<td>EAGLE VISTAFORCE</td>
<td>3333 E. Alvarado St., Los Angeles, Calif. 90027 (213) 624-5800</td>
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<td>Vistas, and other outdoor furniture</td>
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<td>EAGLE VISTA</td>
<td>2222 W. Alvarado St., Los Angeles, Calif. 90027 (213) 624-5800</td>
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<td>EAGLE VISTA FORGE</td>
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<td>EAGLE VISTA FOREST</td>
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<td>EAGLE VISTA FOUNDRY</td>
<td>777 S. Lankershim Blvd., North Hollywood, Calif. 91606 (818) 846-0100</td>
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EAGLE VISTA FOUNDRY products include: Vistas, and other outdoor furniture.
VERTAGREEN can help you grow professional turf...whether it's for walking on, playing on, or looking at.

It's no secret that famous VERTAGREEN Professional Turf products have been producing some of the finest golf turf in the country for years. But, those same fine fertilizers have also been producing tournament quality turf for commercial and institutional use. If you've ever driven by a hospital, condominium complex, a college or a private home and wondered how they got their lawns so beautiful, chances are the answer is VERTAGREEN.

So, if you're responsible for grounds, or ground cover in any way, give your local VERTAGREEN Turf Specialist from USS Agri-Chemicals a call. He's got the products, and the program to help you grow professional turf.

Score in the 70's with the Vertagreen Professional turf program.

USS, VERTAGREEN, and VERTANITE are registered trademarks.

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FAIRFAX BIOLOGICAL LABORATORY—Electronic Rd., Clinton Corners, N.Y. 12514 (914) 266-3705
Doorn milky spore powder; Japanese beetle control
Howard A. Chittick, owner; David A. Chittick, field biologist; Anna W. Chittick, treasurer; Florence Erickson, secretary.

FAIRFIELD DISTILLERY COMPANY—P.O. Box 72010, Valley Station Branch, Louisville, Ky. 40227 (502) 937-1400
Old Distiller, Distiller's Bond, Distiller's Pride whiskies
J. Barrett Buse, president and secretary; William R. K. Jr., vice president, trade and industrial relations; A. Wartel, secretary; Kevin P. Biersmith, regional manager.

FAIRY WASTE COMPANY—630 Valley Rd., Westmont, Ill. 60559 (312) 325-3000
Golf course design and supervision of existing courses and clubhouses
Harvey H. Cooper, president and secretary; Wm. M. Rhyme, owner; Frank A. Rhyme, manager.

FAST EDDIE PUTTER, INC.—3496 Golfside Drive, Ypsilanti, Mich. 48197 (313) 434-2685
Fast Eddie golf putters, sand iron
Clleston E. Shaffran, president; Edward A. Shaffran, vice president.

FAULTLESS SPORTS—160 Essex St., Newark, Ohio 43055 (614) 345-9774
Omega, Quantum, Lady Quantum golf clubs; Omega, Quantum, Trevino Staff golf balls; Castille series, Espana series, Parchment series, Whisconier, Pro-ette, Sunday Airliner golf bags
James Shea, president; William Whitaker, manager; Ralph Mattby, director; Jack E. Kehl, natural sales manager; Joseph Almonte, sales manager.

FEDERAL DISTILLERS, INC.—15 Monsignor O'Brien Hwy., Boston, Mass. 02141 (617) 742-9700
Liquor
Jack Guttag, president; Alfred J. Balemia, manager; Harvey H. Cooper, natural sales manager.

FEDERAL GLASS—555 E. Woodrow Ave. Columbus, Ohio 43207 (614) 444-1101
Golf Ball Rumpus Set, four 1/2 oz. whiskies; Sportsman glassware, ash trays; Concept Bar Set glassware
Richard A. Howells, manager; George P. Wood, director; Frank L. Criss, manager; R. William Luk,mdse. manager.

FEE BROTHERS—453 Portland Ave., Rochester, N.Y. 14605 (716) 544-9530
Frothy Mixer, concentrated lemon for mixed drinks; grenadine; creme de menthe, creme de cacao, non alcoholic cordials; cocktail mixers; cocktail cherries, olives and onions
John C. Fee, owner.

FELCO ATHLETIC WEAR COMPANY, INC.—113-119 Fourth Ave., New York, N.Y. 10003 (212) 533-8700
Tennis shorts
N. Katz, executive officer; A. Wartel, sales manager.

FELIX H. & ROWE, INC.—360 E. 103rd St., New York, N.Y. 10029 (212) 866-7777
Ballantine beer and ale; Narragansett, Pickwick ales; Hanley Pilsner; Bohe Beer; Ballantine beer and ale
James Shea, president; William Whitaker, manager; Kevin P. Biersmith, regional manager.

FELTON AND SON, INC.—516 E. Second St., St. Louis, Mo. 63104 (314) 652-4300
Castille series, Espana series, Parchment series, Whisconier, Pro-ette, Sunday Airliner golf bags
Ray Cook, Fore Score, Axaline golf putters; Slazenger, Rawlings, Slazenger balls (American size); Slazenger, Rawlings, Crown tennis balls, equipment; Fore Score shoes; gloves; bags; Edmont gloves; bags T. D. Field, president; W. D. Field, vice president.

FIMCO, INC.—101 S. Court, Sioux City, Iowa 51101 (712) 258-0171
Dobbs trailer-tank sprayers; Big Butch high pressure power washers
T. F. Vaughan, president; M. F. Truesdell, engineering; M. P. Culbertson, sales.

JOSEPH S. FINGER & ASSOC., INC.—2627 T. F. Vaughan, Suite 210, Houston, Tex. 77008 (713) 869-8539
New course design, engineering and construction supervision; redesign or upgrading of existing courses and clubhouses
Joseph S. Finger, president; Byron Nelson, design consultant; James T. Shirley, vice president; Theodore H. Manning, east representative.

FITZROY SPORTSWEAR—Savage Ind. Center, Savage, Md. 20863 (301) 725-0088
Fitzroy Golf Collection: 30 shirt models, 20 trouser models
Harry Candland, president and sales manager.

CARL FIX COMPANY—776 Bloomfield Ave., Verona, N.J. 07044 (201) 239-0370
Net posts; nets; presses; strings; tennis caps; tennis dresses; gloves; shoes; shorts; sweaters
Carl Fix, executive officer; Frank Greenwood, sales manager.

FLAGS OF GOLF CO-OP—630 Valley Rd., Upper Montclair, N.J. 07043 (214) 744-3414
Flags of Golf men's sports coats, slacks, shirts, golf socks and accessories

FLEISCHMANN DISTILLING CORP.—625 Madison Ave., New York, N.Y. 10022 (212) 268-2340
Distillers and bottlers of alcoholic beverages
E. G. Chertok, president and general manager; Jack Kaplan, vice president.

FERGUSON FUMIGANTS, INC.—93 Ford Rd., Hazelwood, Mo. 63042 (314) 731-0414
Zylox (Gelled Methyl Bromide) preplant soil fumigant for greens, custom applied
James C. Dawson, manager.