

Grafalloy the new dimension in graphite shafts

Constant

Taper

Constant

Since 1970 major corporations have selected Composite Development Corporation to design and build graphite shafts and inserts. Over 10,000 have been successfully market tested and sold. And now, after more than three years of research and development, we are introducing a new dimension in graphite shafts.

Special offer to manufacturers, pro shops, golf shops: Grafalloy has commissioned Stan Thompson, world-renowned custom club maker, to provide four drivers in the standard flexes of the industry, L-R-S-X. These four drivers in your hands will clearly demonstrate Grafalloy's superiority.

For details on our introductory offer for drivers or golf shafts, please contact:



Composite Development Corporation
7569 Convoy Court, San Diego, California 92111
(714) 277-2270



Power-mated insert

Circle No. 180 on Reader Service Card

SUPPLIER INDEX

MUNSON SHAW COMPANY—99 Park Ave., New York, N.Y. 10016 (212) 697-0700
Imported wines and liquors
D. S. Peterkin, pres.; Kresten Hrass, v.p. and gen. sls. mgr.

THE F.E. MYERS & BRO. COMPANY—400 Orange St., Ashland, Ohio 44805 (419) 322-1544
TL 32 TM fairway air sprayer; TL 12 TMG 3 point hitch fiberglass sprayer; TL 10 ETMG greens sprayer; TL 10 E2 dual Terra Tire fairway applicator; TL 10 TT29 Tall Tree mosquito mist blower; TL 20 E3 custom landscape, turf sprayer
E. M. Myers, pres.; L. G. Doyle, v.p. sls.; W. D. Miller, exec. v.p.; R. L. Duffey, sls. dir.

N

NARRAGANSETT BREWING COMPANY—New Depot Ave., Cranston, R.I. 02920 (401) 942-7000
Narragansett Lager beer and ale; Krueger beer and ale; Croft, Ballantine ales; Haffenreffer, Ballantine, Pilsner beers
Joseph Griesedieck, chm. bd. and pres.; Harvey Beffa Sr., chm. exec. comm.; Albert C. Hoffmeister, gen. mgr.

THE NATIONAL BREWING COMPANY—225 N. Calvert St., Baltimore, Md. 21202 (301) 276-1100
National Premium; National, Regal beers; Colt 45 Malt Liquor; Altes; A-1
J. C. Hoffberger, pres.; J. A. Billstone, v.p.; Dawson Farber, v.p. mktg.; Sidney A. Marcus, mktg. dir.; Michael T. Greene, mktg. dir.

NATIONAL DISTILLERS, PRODUCTS COMPANY DIV.—99 Park Ave., New York, N.Y. 10016
Straight Bourbons: Old Grand-Dad, Old Taylor, Old Crow, Bellows, Club Bourbon, Bourbon DeLuxe, Hermitage, Old Sunny Brook, Hill & Hill, Bond and Lillard, Kentucky Colonel, Old Dover, Old Log Cabin; Gins: Gilbey's, Bellows, Fine Club; Vodkas: Gilbey's; Bonded Bourbons: Old Grand-Dad, Old Taylor; Blend of Straights: Bellows Private Stock; Blended Whiskeys: Bellows Partners Choice, Bellows Reserve, Mt. Vernon, SunnyBrook, Old Overholt, Hill & Hill Bourbon DeLuxe, Bond & Lillard, PM; Windsor Supreme Canadian whiskey; Light Whiskeys: Crow Light; Cordials: DeKuyper; Brandy: Almaden; wines, champagnes; Duet canned cocktails

Gerald Kirshbaum, v.p., exec. dir. mktg.; James H. McInerney, v.p. and gen. mgr.; John D. Lethbridge, v.p., group mktg. dir.; Robert Furlotte, grp. mktg. dir.

NATIONAL MOWER COMPANY—700 Raymond, St. Paul, Minn. 55114 (612) 646-4079
National 84 triplex riding mower; National 68 triplex riding mower; National 30 single reel rider
R. S. Kinkead Jr., v.p.; John B. Kinkead, sls. mgr.

NATIONAL SEA PRODUCTS (U.S.) CORP.—Tampa, Fla. 33622 (813) 877-0524
Frozen seafood and shrimp
W. W. Maginness, nat. retail sls. mgr.; B. C. Brousseau, nat. food ser. sls. mgr.

NATIONAL STEWART IN-FRA-RED ASSOC.—P.O. Box 87, Fontana, Wis. 53125 (414) 275-6806
National Hot sandwich service, sandwiches ready to heat and serve, oven furnished free
Don Riker, exec. dir.

THE NATIONAL SUGAR REFINING COMPANY—Rohm and Haas Bldg., Independence Mall West, Philadelphia, Pa. 19106 (215) 627-7300
Jack Frost package sugar
N. Bilger, pres.; B. J. Oxnard Jr., exec. v.p. sugar div.; Ludlow Miller, v.p. and sls. dir.; Sheila Baill, adv. mgr.

NATIONAL TICKET COMPANY—1564 Broad St., New York, N.Y. 10036
Coupon books; guest checks; tags for tournaments; bumper stickers; passes; score cards
Jack Conway, pres.; Bill Alter, v.p. golf div.

NEEDLECRAFT OF WOONSOCKET, INC.—565 N. Main St., Woonsocket, R.I. 02895 (401) 766-1000
Turfing golf jackets, rainsuits
Clarence A. St. Martin, pres.; Marc A. St. Martin, sls. mgr.

NELSON GOLF-DIV. OF NELSON NAME PLATE COMPANY—3191 Casitas Ave., Los Angeles, Calif. 90039 (213) 663-3971
Nelson Golf Customized tee plaque system; tee markers; full color plastic decals; trophy and membership plaques; club and tournament bag tags; divot fixers and ball markers; rug putter-ash tray; coaster sets
Fred G. Nelson, chm. bd.; E. C. Simpson, pres. gen. mgr.; A. G. McConnell, v.p. asst. gen. mgr.; Edward Baltz, sls. and mktg. mgr.

NELSON SALES COMPANY—620 Broadway, Kansas City, Mo. 64105 (816) 842-7028
Tennis bags; tennis balls; racquet covers,

frames; fiberglass/plastic racquets; metal, wooden racquets; caps
Frank Nelson, exec. off.; Stephen Cohen, sls. mgr.

THE NESTLE COMPANY, INC.—100 Bloomingdale Rd., White Plains, N.Y. 10605 (914) 946-6400
Instant coffee and tea; tea mixes; canned tea; chocolate products; Maggi seasoning and bouillon cubes; Crosse and Blackwell relishes, marmalades, canned breads, preserves, soups, and condiments; Taster's Choice freeze-dried and decaffeinated freeze-dried coffee; cookie mixes; premium wines; Crosse & Blackwell vintage wines; bottled water; Gerber cheeses
H. R. Bras, group v.p. coffee & tea div., Calif. wine oper.; Dr. A. R. Mishkin, v.p. mfg.; Camillo Pagano, v.p. and gen. mgr. choc. mktg.; A. Van Wageningen, v.p. and gen. mgr. inst. and vending mktg. div.; F. D. Forsch, dir. mktg. ser.

NEUHOFF BROS., PACKERS—2821 Alamo, Dallas, Tex. 75201 (214) 741-5531
Ham, bacon, sausage, franks and meat packers
Henry Neuhoff III, pres.; Joe Neuhoff Jr., mktg. dir. and adv. mgr.; T. L. Adams, sls. mgr.

R. NEUMANN & COMPANY—300 Observer Hgwy., Hoboken, N.J. 07030 (201) 659-3400
Calfskin golf grips, wrap-on leather
R. Bernheim, pres.; W. Bernheim, sls.; L. Mulvaney, sls. mgr.

NEW BALANCE ATHLETIC SHOE COMPANY—176 Belmont St., Watertown, Mass. 02172 (617) 924-5960
Tennis shoes
Paul W. Kidd, exec. off.

WILLIAM NEWCOMB ASSOC.—116 E. Liberty, Ann Arbor, Mich. 48108 (313) 663-3064
Golf course architect
William K. Newcomb, pres.; Paul Knapp, sec.

NEW ENGLAND FISH COMPANY—Pier 89, Wash. 98119 (206) 284-2750
Pillar Rock and Icy Point canned tuna, salmon and king crab; Pink Beauty canned salmon; San Juan and Ship Ahoy frozen food products
C. R. Rogers, pres.; R. E. Silver, v.p. adv. and sls., canned prod.; E. A. Rutherford, v.p., sls. mgr. and adv. mgr., frozen foods

NEW ENGLAND PROVISION COMPANY, INC.—960 Massachusetts Ave., Boston, Mass. 02118 (617) 442-8400
NEPCO Frankfurters and meats
Edward Berger, mgr.

NEW ENGLAND UNION COMPANY, INC.

New Graftek™ Golfshafts... a revolution within a revolution.

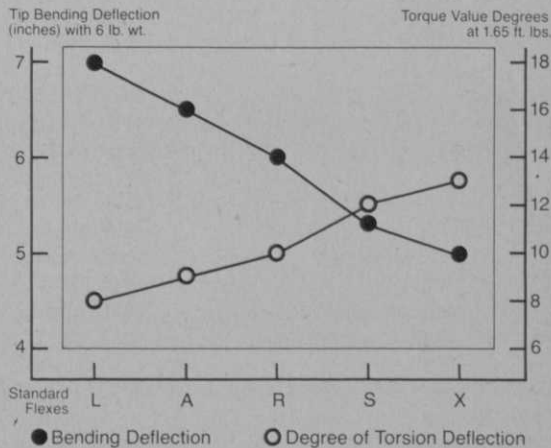
Now Graftek introduces a graphite shaft whose torque recovery characteristics are better than anyone would have believed possible just a year ago.

The Graftek shaft sets a new standard of performance and durability for graphite composite golfshafts. Graftek is a wrapped pattern which doesn't have to be made in different thicknesses to vary flex characteristics. This insures continuity throughout the shaft. And makes possible a stepless shaft that delivers more power.

Graftek shafts have the same flex-bending profile as Dynamic steel. And they come in the same dimensions. What's more, torsional resistance is controlled in each Graftek flex to provide optimum flex and twist harmony. Result: the best combination of hitting power and accuracy.

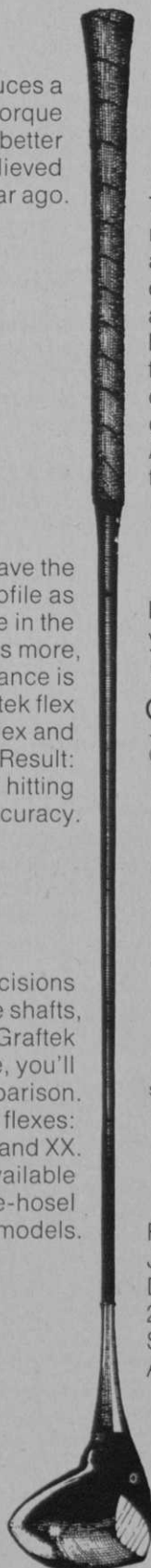
Here's a chart you can't find in competitive ads:

Graftek Shaft Flex & Twist Harmony Board



Before you make any decisions about graphite shafts, look for a club with a Graftek shaft. Once you compare, you'll see there's no comparison. Available in standard flexes: L, A, R, S, X and XX. Graftek shafts are also available for irons in both over-the-hosel and in-the-hosel models.

For more information, contact Joel Fuerst, Composite Material Division, Exxon Enterprises, 242A St. Nicholas Avenue, South Plainfield, N.J. 07080. Area code 201 753-5570.



graftek™
composite materials

SUPPLIER INDEX

(NATIONAL SALES OFFICE)—250 W. 57 St., New York, N.Y. 10019 (212) 246-8309
Leisure Time Lawn Systems solenoid valves, bronze; bronze pop-ups; nozzles; controllers
Eli Jaye, v.p. sls.

THE NEW HAVEN HAT & CAP COMPANY
—67 Hood Terr., West Haven, Conn. 06516
(203) 934-7931
Farnham Hall, New Haven Hat & Cap golf and tennis caps; New Haven Hat & Cap peds
Elliott Glassman, pres.; Edith O'Dea, gen. mgr.; Gray Glassman, sls. mgr.

NIEDERHAUSER SALES COMPANY—
1042 Ramona Ave., Salt Lake City, Utah
84105 (801) 466-2520
Buccaneer golf jackets, rainwear; Browning golf carts; Knitcraft shirts, sweaters; Parker gloves, socks; Town Talk hats, caps
Jay Niederhauser, rep.

NIVEL, INC.—1510 N.E. 131st St., N. Miami, Fla. 33161 (305) 891-1664
Cushman golf and industrial cars; Willard, Exide batteries; Nivel Electric three-wheel bike
Leo Levin, pres.; David Dressler, v.p.; M. Walter Petrie, sls. dept.; Gregory Papadourakis, sls. dept.

NO-CAL CORP.—112-02 15th Ave., College Point, N.Y. 11356 (212) 358-2000
No-Cal carbonated beverages
Morris Kirsch, chm. bd.; David A. Kirsch, pres.; Lee Kirsch, exec. v.p.; Richard Shurack, v.p.; Paul Orecchia, mktg. dir.

NORBEST TURKEY GROWERS ASSN.—
1224 First Security Bldg., Salt Lake City, Utah 84111 (801) 238-1655
Norbest fresh and frozen turkeys
Gene Simpson, chm. bd.; Ken Harward, v. chm. bd.; J. W. Tallman, pres.; Ray Houck, v.p.

NORTECH CORP.—300 Greenwood Ave., Midland Park, N.J. 07432 (201) 445-6900
Brutus ½ ton power roller
Richard Marlow, pres.; Peter Dunne, sls. mgr.

NORTH CENTRAL PLASTICS, INC.—302 Fifth Ave., Ellendale, Minn. 56026 (507) 684-3721
Rake Ezee sand trap rake, leaf and lawn rake
Albert Berg Jr., pres.; Howard Langlie, sec. treas.; Arlene Bushe, off. mgr.

NORTH PACIFIC CANNERS & PACKERS, INC.—5200 S.E. McLoughlin Blvd., Portland, Ore. 97202 (503) 234-7241
Flav-R-Pac vegetables; canned and frozen fruits and berries
George H. Robertson, sls. ag.; Robert Birkeland, sls. ag.; Gerald H. Kraft, adv. mgr.; Henry Townend, sls. mgr. canned; Hal Murch, sls. mgr. inst. frozen

NORTHRUP, KING & COMPANY—1500 Jackson St. N.E., Minneapolis, Minn. 55413 (612) 781-8011
Medalist 2, 4, T, Penncross creeping bentgrass; Golf Brand turfgrass seed mixtures; also straight grasses and special mixtures
Dennis Erickson, mgr. lawn and turf; Howard Kaerwer, mgr. res. and prod. devel.; Jackson Tryon, dist. sls. mgr., Yuma, Ariz.; Verne Munson, v.p. south. div., Richardson, Tex.

NORTH SIDE PACKING COMPANY—2200 Spring Garden Ave., Pittsburgh, Pa. 15212 (412) 231-7300
Victory meats
Lawrence Vogel, chm. bd.; Robert C. Hofman, pres.; Richard E. Hofman, v.p.

NORTHWEST BRISTOL COMPANY—
2303 Wycliff St., St. Paul, Minn. 55114 (612) 645-8195
Tennis shoes
Herbert J. Lynch, exec. off.; Chas. O. Lynch, sls. mgr.

NORTHWESTERN GOLF COMPANY—
4701 N. Ravenswood Ave., Chicago, Ill. 60640 (312) 275-0500
Thunderbird, T N T, Rosasco Bros., Ultimate, X-101, S S T, MP +, Pro Signature golf clubs
Nat Rosasco, pres.; A. I. Wiswell, mktg. mgr.; R. P. Evert, asst. sls. mgr.; E. H. Waterstradt, asst. sls. mgr.; C. S. Parks, asst. sls. mgr.

NURSERY SPECIALTY PRODUCTS DIV.
J. A. HARTMAN CORP.—410 Greenwich Ave., Greenwich, Conn. 06830 (203) 661-5840
Wilt-Pruf horticultural anti-desiccant
Joseph A. Hartman, pres.

O

O'BRIEN, SPORTONO, MITCHELL—2455 Mason St., San Francisco, Calif. 94133 (415) 771-2300
Award, Grand Tour frozen meat specialties
Walter Zolezzi, pres.; Daniel Greer, v.p. fin.; Robert Randolph, v.p. mktg.; Milton Brandt, v.p.

OCCIDENTAL CHEMICAL COMPANY—
4671 S.W. Freeway, Houston, Tex. 77001

(713) 623-2850, Oakland (415) 451-4260
Zipp w/Balan poly-phosphate fertilizer w/pre-emergence herbicide; Zipp Turf Food, poly-phosphate fertilizer for fairways; Turf Supreme, 16-6-8, turf fairway food; Greens King 100, 80, 75, 50 slow release greens fertilizer; Daconil Granules, turf fungicide; Fast Green, 16-4-7, greens fertilizer; Turf Supreme plus Balan turf food plus weed killer; Turf Supreme plus Dursban turf food plus insecticide; Best D.C.P.A. Granules pre-emergence weed control; Best Dursban Granules, insect control on greens
Mike Howard, sls. mgr., lawn and turf div., south. reg.; Don Meyer, inst. mgr. west. reg.; Joe Sheffield, sls. Calif.; Wayne Burk, sls. Calif.; Bill Goodridge, sls. Calif.

OCEAN SPRAY CRANBERRIES, INC.—
Main St., Hanson, Mass. 02341 (617) 293-6311
Ocean Spray jellied cranberry sauce, whole berry cranberry sauce; Cranberry Juice cocktail; Low Calorie cranberry sauce and juice cocktail; Cranberry-Orange Relish; Cran-apple drink; Cran-prune juice drink; Grape-berry juice drink
George C. P. Olsson, chm. bd.; Harold Throkilsen, pres.; John S. Connolly Jr., sr. v.p. mktg.; Patrick McCarthy, dir. sls.

O'DONNELL-USEN FISHERIES CORP.—
Fish Pier, Boston, Mass. 02110 (617) 542-2700
Taste O'Sea frozen fish
Irving Usen, pres.; A. S. Wolf, v.p. mktg.; Myron L. Bloom, v.p. (Gloucester, Mass.)

OIL-DRI CORP. OF AMERICA—520 N. Michigan Ave., Chicago, Ill. 60611 (312) 321-1515
Terra-Green Soil Conditioner; Special Top Dressing; Jumbos decorative mulch
Ralph Kaiser, sls. mgr.

OLATHE MFG. INC.—Second & Mulberry, Paola, Kan. (913) 294-2391
Model 800 Quiet Chipper, brush, crate, dry wood products chipper; Model 12 Chipper, 3-point hitch PTO chipper; Models 172, 330 Chippers, engine-powered trailer-mounted chippers; Model 8 Stump Cutter; Model 400 Portable Hydraulic Power Unit, power chain saws, pruners, tampers
Buck Rogers, pres.; Steve Rogers, v.p.

OLD BOONE DISTILLERY COMPANY—
2600 Carew Tower, Cincinnati, Ohio 45202 (513) 241-2733
Distiller's Bond, Distiller's Pride, Old Boone, Meadow Springs, Virgin Bourbon, Old Hardesty Bourbon, Royal Ascot, Ascot Club; Silver Dew gin; Bounty Scotch; St. Laurent Canadian; Old Distiller, Rosewood's Very Rare and Old 1889 Brand
J. Barret Buse, pres.; George McHugh,

SOME OF OUR BEST FRIENDS ARE HOOKERS & PUSHERS

"These are the finest clubs I have ever played with. I get more distance than previously owned clubs but more important, they seem to help my accuracy. If you line yourself with a target, you are either short or too long based on degree of force but you will always be on target. Recommended by Pro; played with; found to be exactly what I had been searching for for years."

—Quentin W. Burkhalter, Greensboro, North Carolina

"I think you have got a winner in these OSS FTD's. The consistency of swingweight was best of any irons I have ever purchased and that has many sets. Tried a friend's set of OSS FTD's. The results were outstanding — straighter, longer. Also I like the way the off set lets me set up to the ball. Also like the feel of stainless in contacting the ball."

Bob Schreiber, Bellevue, Washington

"So far I am happy with the clubs as they seem to help you keep the ball in play better. Club pro suggested I try them."

W. H. Sorrells, Jacksonville, Florida

"With the OSS head I think it is easier to line up your shot and it goes where you line it up to."

Gerry Zuhlke, Royal Oak, Michigan

"I like a club that feels hefty. These clubs look good and feel good. The grips are the best. The clubs look like they were well made. I have been hitting the ball much straighter since I bought them."

Daniel Santi, Tampa, Florida

"I saw a friend of mine that had a set and I practiced some with his irons and I could hit them farther and with better accuracy. After receiving my set of FTD offset irons my scores dropped from around 74-76 to 70-73. Of course I practiced a little more but my woods (set of old Arnold Palmer aluminum shafts) hit no farther or without any better accuracy than before. The irons made the difference (and confidence). Thank you for your concern in your products and customers."

George C. Snell III, Meter, Georgia

"Clubs hit farther and straighter than old clubs. Offset helps put hands in front of ball."

F. Owen Parks, San Saba, Texas

"I have played 36 holes with my new clubs and already my scores are coming down by as much as 10 strokes (mid to low 80's). I find that the club head really moves through the ball and I am getting more distance than before using the same numbered iron. They were the best feeling clubs of the three to four sets I tried out on the practice tee. They gave me more confidence with my shots, especially on the tee."

John L. Thornburgh, Ft. Pierce, Florida

"I enjoy using these clubs and I can hit the ball better with them than any set of clubs I have used in the past, also scoring better. I believe they are different and better than any clubs I have seen in any golf shop around here."

I. C. Schorr, Bluefield, West Virginia

"Excellent handling characteristics. I am able to hit more consistently straight shots."

John Ricciardi, Riverside, Illinois

"These are the finest clubs I have ever hit."

Dick Grosfield, Detroit, Michigan

"Like the way they set up at address."

Bill Horne, Winchester, Massachusetts
"This is the only club I have picked up and said, 'it's fantastic.' It's made just for me. Gentlemen, congratulations on a work of art. Truly a master design club. Tremendous balance. The look, the feel and the swing seems as though you just can't

miss a shot. Thank you."

George P. Theel, Kent, Washington

"Needed something to correct chronic slice. The offsets did the trick. The irons have added about 25 or more yards per club. Great set of clubs. P.S.: My handicap has dropped from 15 in April to 9 at present!"

John W. Harris, Burley, Idaho

"I have only been using your product for a short while and have dropped several strokes off my game. I don't know if it's the clubs but things seem a little simpler now. Thanks."

Merrill Warner, Sumter, South Carolina

"I immediately went to the practice range with the new clubs. The most striking difference from my old clubs was that I got 10 to 20 yards more distance over my old weapons of the same club number when the swing was right. For any sport I want the best equipment. I looked at just about every make of top grade irons and picked FTD because of offset heads and stainless steel."

James O. Covington, New Smyrna Beach, Florida

"Great clubs because my long iron slice seems to have disappeared."

Fred H. Lindstrom, Bradenton, Florida

"Great set of clubs. Best on the market."

Phil Losito, Auburn, New York

"I am a 12 handicapper. My first round with new clubs I scored an 82, second round an 80. Really am pleased with the set. Certain I will break below 80 before long. Tried several and found that First Flight worked the best for me. The irons are especially to my liking. They really have helped my short game."

P.S.: Since my original note above, I've had a 78-79-76 at my course."

Elmer Bertossa, Bettendorf, Iowa

"I tried a friend's offset irons and found that I could control my shots more easily with more weight in the clubhead. The clubs just feel so much better and I really like the offset blade. The way I see it, this has to be the No. 1 iron of the game of golf."

Milton E. Hild, Mercedes, Texas

"Truly one of the most beautiful and functional irons ever designed. I adapted to them almost immediately and I am getting approximately 10 to 15 yards more distance with each iron except the 2. First Flight has always made top woods. Now with the OSS, a full set was desirable. I don't think another club maker could do any better."

Vince Mahar, Huntington Beach, California

"I liked the off set heads for two reasons — one they make it easier to line your shot up; two, the off set puts a lot more action on the ball, which makes it stop faster."

Jimmie Taylor, Jr., Ft. Smith, Arkansas

"I have never played with a finer set of golf clubs than First Flight. I will never use anything but. They are simply fabulous. My game has improved tremendously. I have heard so much about them, I had to try them. Not only did I try them. I was so convinced I bought them!!!!"

Michael Mauro, Middlesex, New Jersey

Our OFFSET STAINLESS STEEL (O.S.S.) FTD irons are designed to help attack the two great demoralizers in golf; 1) not lining up the shot properly, and 2) not generating enough club-head speed.

ACCURACY

The offset of the leading edge of the O.S.S. iron not only makes alignment truer by allowing the shaft line to be nearer the ball at the start of the swing, but it also delays impact for a fraction of a second permitting the club face to square itself at point of impact.

DISTANCE

The "no-hosel" FTD (Pro Golf started the trend in 1969) simply means more weight behind the ball, and less weight in the shaft. This helps to generate more club-head speed for greater distance.

We don't intend to make four-color wild claims about our golf equipment. The swing is the most important ingredient, and we're not manufacturing swings — you are. But our O.S.S. FTD irons might make the swing he's got a better one. We leave the wild claims to our friends.



The O.S.S. FTD by First Flight (offset design, cast stainless steel).

Arnold Palmer | First Flight
duckster | HOTZE
WE'RE DIFFERENT

PROFESSIONAL
GOLF COMPANY

Circle No. 236 on Reader Service Card

SUPPLIER INDEX

v.p. mktg.; Oscar Craben, Master Distiller

OLD FLORIDA RUM COMPANY—42d St. and Ave. G., N.W., P.O. Drawer 510, Winter Haven, Fla. 33880 (813) 294-3117

Old Florida rum; Cayo Verde Key Lime liqueur; Consul, Five Flags gin and vodka; Fleet Street gin; Surf Side gin, vodka, rum, cocktails in cans; Florida Life cordials; Jose Gaspar, Ponce de Leon rums; Key Marco, Biscayne Club cordials
Howard M. Leban, pres.; John W. Bellamy, v.p. and sec.

OLD GOLF SHOP INC.—452 E. Fifth St., Cincinnati, Ohio 45202

Antique clubs; framed and unframed art; books; collectables; customized awards; systematized shop products, glove organizer; ball dispenser
Morton W. Olman, pres.; James A. Olman, v.p.

OLSON RUG COMPANY—4805 W. Fullerton Ave., Chicago, Ill. 60639 (312) 889-3000
Mfg. and retailer of carpets
Raphael J. Musicus, pres.; Bernard M. Levy, v.p./sls. mgr.; Jack Ernst, v.p.

OLYMPIA BREWING COMPANY—Box 947, Olympia, Washington, D.C. 98507 (206) 352-4811

Olympia beer
Robert A. Schmidt, pres.; Theodore F. Schmidt, v.p.; Trueman L. Schmidt, v.p. admin.; Wallace A. Lindelien, v.p. mktg.; Peter A. Fearon, sls. mgr.

OLYMPIC SPORTING GOODS COMPANY, INC.—598 Broadway, New York, N.Y. 10012 (212) 966-0068

Balls; presses; racquet covers, frames; wooden racquets
H. N. Ullman, exec. off.; A. D. Ullman, sls. mgr.

OREGON RYEGRASS COMMISSION—2111 Front St., N.E., Salem, Ore. 97303 (503) 364-3346

Oregon perennial ryegrass, annual ryegrass, gulf annual ryegrass grass seed
Hugh Muller, chm.

OREGON WORSTED COMPANY—P.O. Box 02098, Portland, Ore. 97202 (503) 236-2128

Tennis balls
W. H. Bishop, sls. mgr.

ORE-IDA FOODS, INC.—Boise, Idaho 83707 (208) 343-7941

Frozen Tater-tots; french fries; hash browns; frozen corn and onion products; Yankee Crispers
Robert K. Pedersen, pres. and chief exec. off.; Paul I. Corrdry, v.p. sls. and mktg.

ORIGINAL CUCAMONGA WINERY—Box 696, Rochester Ave., Cucamonga, Calif. 91730 (714) 987-2509

Romano Cucamonga wine
Arthur Acomazzo, pres., sls. and adv.

ORIGINAL FUR COMPANY "GOLFURS FOR GOLFERS"—512 Douglas Ave., Toronto, Ont., Can. M5M 145 (416) 781-1388
Golfurs for Golfers fur golf headcovers; fur putter covers; skate warmers; fur berets
Morris Borofsky, owner, pres.; Rose Borofsky, v.p.

ORIGINAL HERKIMER COUNTY CHEESE CO., INC.—Otsego St., Ilion, N.Y. 13357 (315) 895-7428

Aged cheddar bars and wheels; cheese and nut ball; cheese ball mix; Chutter cheese spread; cheese spread in crocks
Sheldon Basloe, pres. and adv. mgr.; Peter G. Basloe, v.p.

FRANK OSHEOWITZ—130 W. 30 St., New York, N.Y. 10001 (212) 524-7124

Golfurs fur headcovers; fur putter covers; Furacquet fur tennis covers
Frank Osheowitz, prop.

ORIGINAL BEER IMPORTING COMPANY, INC.—21-55 51st Ave., Long Island City, N.Y. 11101 (212) 361-7616

Wurzbürger Hofbrau Bavarian beer; Dortmund Union beer
Herbert M. Kallman, v.p. adv.

OTIS ELEVATOR COMPANY, SPECIAL VEHICLE DIV.—1801 E. Charter Way, Stockton, Calif. 95209 (209) 948-2751

Otis Turf-Aul, three and four wheel gasoline turf vehicle; Otis Haul Master, three and four wheel gasoline utility vehicle; Otis refuse Vehicle, three wheel gasoline refuse dump vehicle; Otis Resorter, six and nine passenger electric personnel carrier; Otis Executive, four passenger electric personnel carrier; Otis electric golf car

D. Brown, nat. sls. mgr.; J. Folkedale west. reg. sls. mgr.; G. Walker, east reg. sls. mgr.; J. Munn, gen. mgr.; L. Chiccone, sls. coord.

OTTAWA SILICA COMPANY—Boyce Memorial Dr., Ottawa, Ill. 61350 (815) 434-0188

Silica trap sand
William F. Penfield, dir. mktg. and sls.; Robert E. Anderson, reg. sls. mgr.; James M. Wright, reg. sls. mgr.

OZITE CORP.—1755 Butterfield Rd., Libertyville, Ill. 60048 (312) 362-8210

Ozite carpets, carpet tiles, cushions
Edwin A. Gallun, chm. bd.; Richard Kimmel, pres.; L. J. Brown, v.p. mktg.; Raymond A. Simonson, v.p. sls.; W. C. Nolan, sls. mgr.

P

PABST BREWING COMPANY—917 W. Juneau Ave., Milwaukee, Wis. 53201 (414) 271-0230

Pabst Blue Ribbon beer; Andeker Supreme beer; Red White and Blue beer; Old Tankard ale; Old Tap Lager; Big Cat malt liquor
J. C. Windham, chm. bd. and chief exec. off.; R. E. Spiller, exec. v.p.; George P. Butler, v.p. sls.; Stanley Kobach, mdsg. dir.; J. D. Reifenrath, gen. sls. mgr.

PACIFIC BARTLETT GROWERS, INC.—601 Woodlark Bldg., Portland, Ore. 97205 (503) 223-8139

Fresh Bartlett pears
Harold Tedford, pres.; R. A. Glaspey, mgr.

PACIFIC GAMBLE ROBINSON COMPANY—661 Fifth Ave., North, Minneapolis, Minn. 55405 (612) 338-8566

Snoboy fruits and vegetables; Standby canned foods
J. G. Scott, pres.; D. P. Gamble Jr., v.p. and adv. mgr.; Joe Napravnik, sls. mgr.

PACIFIC TURF AND ENGINE—22131 S. Vermont, Torrance, Calif. 90746 (213) 320-0940

Roseman gang mowers; Hesston grounds maintenance equipment; Thompson irrigation equipment; Jobber utility vehicles; Weed Eater trimmer; Gro Gear hedge trimmer; McLane mowers and edgers; Giant Vac vacuum sweepers; McCulloch, Homelite chain saws; Rockwell power tools
Dale Evenson, pres.; Pete Darnell, v.p.; Ken Patton, sls. rep.

PACIFICO COMPANY—1630 Cotner Ave., Los Angeles, Calif. 90025 (213) 478-7715

Tennis balls; racquet covers, frames, grips; metal, wooden racquets; racquet stringing equipment; serving machines; strings; caps; gloves; shorts; sweaters
William Robbins, exec. off.; H. D. Libling, sls. mgr.

PACKARD, INC.—11 S. La Grange Rd., La Grange, Ill. 60525

Golf Course architectural services
Edward Lawrence Packard, pres.; Roger Bruce Packard, v.p.

THE PADDINGTON CORP.—630 Fifth Ave., New York, N.Y. 10020 (212) 246-9700
J & B Scotch whiskey, Royal Ages Scotch
Abraham Rosenberg, chm. bd. and pres.; C. H. Marks, exec. v.p.; Lionel Braun, v.p. mktg.; I. L. Davis, v.p.

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Palm Beach; Hunter Haigh men's clothing
Elmer L. Ward, chm. bd.; Elmer L. Ward Jr., pres.; Robert Ward, exec. v.p., adv. sls. and mds. (All located at New York, N.Y.)

PAN-ALASKA FISHERIES, INC.—P. O. Box 647, Monroe, Wash. 98272 (206) 743-1176
Royal Alaskan, Pan Alaskan king crab
Ronald Jensen, pres.; Pete Marinkovich, v.p. oper.; Rod L. Routh, treas.; Walter B. Johnson, mktg. mgr.

PANPACIFIC RECREATIONAL PRODUCTS, INC.—2430 Stanwell Dr., Concord, Calif. 94520 (415) 825-8111
Pacifica Bamboomers golf clubs, woods;
Pacifica Soft Touch golf clubs, irons;
Pacifica sand wedge; motorized pull cart; golf glove
Paul R. Perlowin, pres.; Richard M. Kiely, sls. mgr.

PAR ACE COMPANY—5916 Kinghurst Dr., Charlotte, N.C. 28212 (704) 537-2786
Par Ace golf gloves; headcovers; Match Play of Pinehurst golf slacks
Jerry L. Pace, owner; Jack B. Pace, v.p.; Robert L. Pace, v.p.

PAR AIDE PRODUCTS COMPANY—296 N. Pascal St., St. Paul, Minn. 55104 (612) 646-7368
Complete line of golf course greens and tee equip.; golf ball washers; flag poles and flags; aluminum, plastic putting cups for greens; practice greens markers and cups; hole cutters, cup setters and cup pullers; aluminum and rubber flex sand trap rakes; spike cleaners; rule signs for golf course; complete line of furniture for course and locker room; aluminum plastic tee markers
J. S. Garske, pres.; Robert Gerding, exec. v.p.

PARAMOUNT DISTILLERS, INC.—3116 Berea Rd., Cleveland, Ohio 44111 (216) 671-6300
Paramount vodka, cordials, whiskey, liqueurs; Rothschild brandy and Scotch
R. G. Gottesman, pres. and treas.

PAR-BUSTER—One E. 26 Place, Tulsa, Okla. 74114 (918) 585-8542
Par-Buster golf driving nets, tee mats, turf brushes
John Makar, pres.; M. L. Makar, sec.; Leon Meier, sls.

PARCO DIV., NATIONAL FOAM SYSTEM, INC.—150 Gordon Dr., Lionville, Pa. 19353 (215) 363-1400
Model 180 Dragon Sprayall back pack agricultural sprayer; Super Drench wetting agent; Model 400 Pump Tank back pack fire pump
C. W. Edgerton, sls. mgr.

PARGO, INC.—4300 Raleigh St., Charlotte, N.C. 28205 (704) 596-6550
Three and four wheel electric golf cars; four wheel vendomobile electric car; four wheel electric maintenance vehicle
Jonas Tumen, pres.; John R. Walker, v.p., mktg.

PARK AVENUE IMPORTS—375 Park Ave., New York, N.Y. 10022 (212) 572-7000
Vandermint, Sabra, Cheri Suisse, Pasha liqueurs; Myer's rum; Boodles British gin
Eugene Feen, pres.; Walter M. Haimann, mktg. dir.

PARK, BENZIGER & CO., INC.—674 White Plains Rd., Scarsdale, N.Y. 10583 (914) 472-3202
Harvey's, Bulloch Lade B&L Scotch whiskeys; Marquis de Caussade Armagnac brandy; Gaston de LaGrange cognac; Chas. de Cazanove champagne; Maqueda Spanish sherry; Duval French vermouth; Old Rarity 12 Year Old Scotch whiskey; Santa Comba Portugese rosé wine; Trigo rum
J. B. Benziger, pres.; Bernard B. Shaw, v.p. adv.; Martin Franklin, v.p.

PARKER GLOVE COMPANY, DIV. OF MOHAWK RECREATIONAL PRODUCTS—10 S. Franklin Tpke., Ramsey, N.J. 07446 (201) 825-1800
Parker Glove All American Gripper golf gloves; Parker Classic, Parker Super Sox golf socks; The Parker Ped ladies' golf socks
William P. Conway, v.p. sls.; Larry Borcherr, sls. mgr.

PARKER HOUSE SAUSAGE COMPANY—4605 S. State, Chicago, Ill. 60609 (312) 538-1112
Sausages; wieners; bacon; packaged luncheon meats
Daryl F. Grisham, pres.; Maurice McFolling, v.p., prod.; D. A. Wharton, v.p. engrng.

PARKER OF VIENNA, CEZAR, LTD.—232 Madison Ave., New York, N.Y. 10016 (212) 889-5560
Parker of Vienna alpaca sweaters; Cezar wool sweaters; Sabre lambswool and shetland sweaters; St. Joseph wool sweaters
James Bandler, v.p.

PARKS SAUSAGE COMPANY—501 W. Hamburg St., Baltimore, Md. 21230 (301) 727-2212
Parks meat products
Henry G. Park Jr., chm. bd. and pres.; R. V. Haysbert Sr., exec. v.p.

PARKVIEW METAL PROD., INC.—4931 W. Armitage Ave., Chicago, Ill. 60639 (312) 622-8414
Tee-Caddy outdoor cabinet for holding scorecards, pencils, tees and matches
Charles Leutwiler, v.p.; John Kocon, #2 plant mgr.; Arthur Watson, sls. mgr.

PAR-MATE—10 West 33 St., New York, N.Y. 10001 (212) 565-2856
Par-Mate Super Velcro, Par-Mate Suedes, Paul Hahn Velcro golf gloves; Par-Mate ladies' and men's sport socks; multi-colored see-through umbrellas; personalized golf towels; seat sticks and ladies' purses
Barbara Sands, pres.; Larry Sands, v.p.

PARROTT & COMPANY—550 Montgomery St., San Francisco, Calif. 94111 (415) 362-2400
V-S brandy; Tequila Papagayo; Bulloch and Lade B.L. Blended Scotch whiskey
John M. Menzies, pres.; John Gallagher, v.p.; Paul J. Thurau, sls. mgr. north. div.; James Williams, sls. mgr. south. div.; James Runte, sls. mgr. n. west. div.

PAR-TEE, INC.—4373 N. El, Chicago, Ill. 60641
Par-Tee Longlife, McLaughlin, Burke Wortington range balls; Partees wood tees; Par-tee automatic tee (leasing); golf mats; ball pails; scoops; utility baskets; collect and thank you stickers; Par-Tee range clubs; brush mats; rubber mat tees; golf ball washer; golf ball vendor; golf ball refinishing; accessories; striping equipment
Gerald C. Krueger, pres.; Lilian Krueger, sec.; Fred E. Krueger, treas.

PARTY TYME PRODUCTS, INC.—919 Third Ave., New York, N.Y. 10022 (212) 572-7000
Cocktail mixes and canned cocktails
Burton Gintell, exec. v.p. and chief oper. off.; Steven Thomas, dir. mktg.

PARWAY MFG. COMPANY, INC.—2304 W. 59 St., Chicago, Ill. 60636 (312) 925-8720
Ball Shag, Shag Tube ball pick-up; Retrieval, Kwiki golf ball retrievers; Par-Pak cart accessory
Mildred G. Zimmers, pres./treas.; L. E. Gossage, v.p. Par-Pak div.; Robert S. Gossage, v.p., gen. mgr.; H. C. Gossage, sec.

PASTENE WINE AND SPIRITS COMPANY, INC.—12 First Ave., Somerville, Mass. 02143 (617) 628-5100
Pastene wines and spirits
Jerome R. Tosi, pres.; A. Wm. Gerosa, v.p.; Anthony De Credico, v.p.; George J. Arnold, adv. mgr.

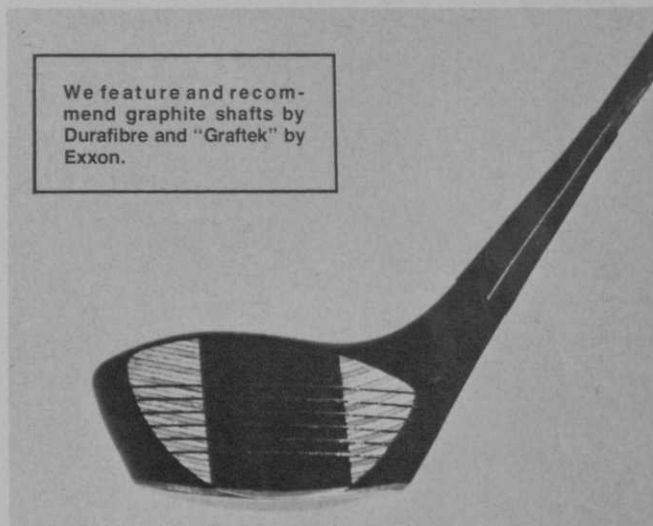
PATERNO IMPORTS, LTD.—2701 S. Western Ave., Chicago, Ill. 60608 (312) 247-8000
Sicilian Gold, Garcia, Mirafiore Italian wines; Alexis Lichine French wines; Frank Schoon-

RB300 PINSEEKER GRAPHITE IRONS

These irons were designed exclusively for use with the new graphite shaft. They feature wider sole and redesigned heel, thus redistributing weight at heel and toe and sole, to fully utilize the advantages that lightweight graphite shafts afford.



Pinseeker
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THE PINSEEKER SECRET IS OUT!

With the introduction of the graphite shaft, it became apparent to our development department of the R & M Golf Company that the graphite shaft contained many features that could be emphasized and utilized for the benefit of all low and high handicap golfers. After extensive research with various weight balances and head designs, including the hitting of thousands upon thousands of golf balls, our research department gave us the necessary formula to derive the utmost in accuracy and distance with the all-im-

portant factor of *less effort* by the player. The formula was transposed through our own design department and machine shop into the ultimate in the formulation of the Now-Perfect P. S. Ring Balance. The first ring-balanced club made was tested against other makes with the same graphite shafts from various companies and we were amazed at the accuracy, *without effort*, of this club. It was clearly indicated that one cannot take just any golf head (with miscellaneous balances), insert a graphite shaft, and get all

of the qualities that the shaft affords.

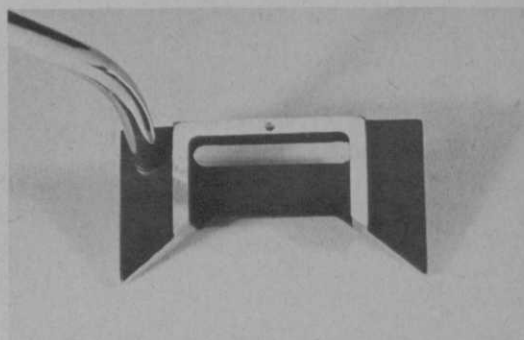
Our ring balance has now been refined to its ultimate and it has proven to be the most efficient graphite-shafted golf club made today. The driver will be known as "Pinseeker's RB300."

All is now completed and the testing of the Pinseeker special head for graphite shafts has gone beyond our expectations. The balance between head and shaft is without a doubt the answer to distance and accuracy with the minimum of effort.

PINSEEKER PUTTER

("Birdie"1)

- * We have followed the success of our stainless steel heat treated iron heads using the Investment Cast process for accuracy and consistency.
- * The only putter whose design has the built-in square-to-the-line on all sides.
- * Heel toe weighted with stabilized lower cross bar for wider sweet spot with rocker sole.
- * Rolled edges on each side of sole slot to ensure smooth takeaways.
- * True Temper Shaft standard 35" or to special order length.
- * Try one and experience the superb feel and optics of this space age putter.



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John Dunwoody, mktg. dir. country club malt div.

PEDERSEN GOLF COMPANY, DIV. OF O. F. MOSSBERG & SONS, INC.—101 Powdered Metal Dr., New Haven, Conn. 06473 (203) 288-5611

Carbon graphite shaft, Model 17-4 woods and irons; Model 100, Pedersen III, Pedersen Lady utility golf clubs; St. Andrews, Diplomat, Wasters, Doral, Pebble Beach, Western, Aero Jet, Sunday, Travel Cover golf bags; Weekenders; gloves; umbrellas; knit head-covers; golf bag cart protectors; Pedersen golf balls
Ron Miller, v.p.; Paul Lively, adm. asst.

PEERLESS IMPORTERS, INC.—16 Bridgewater St., Brooklyn, N.Y. 11222 (212) 389-7600

Hankey Bannister Scotch and gin; Scotsmac—Scotland's Other Drink
A. Magliocco, pres.; John Magliocco, v.p.; Victor Corlino, gen. sls. mgr.; Kal Pruslin, sls. mgr.

PEGAN ORIGINALS BY AMERICAN MAID—412 S. Wells St., Chicago, Ill. 60607 (312) 922-2636

Tennis dresses; shorts
Bernard Saltz, exec. off./sls. mgr.

PEGIE BY THE SEA "ORIGINALS"—P. O. Box 1412, Key Largo, Fla. 33037 (305) 852-8238

Pegie by the Sea "Originals" trimmed golf purses; golf jewelry; golf novelties
Pegie Magargel, owner; Forrest Magargel, part.; Joseph Magargel, part.

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Penncross bentgrass grass seed
Bill L. Rose, chm.; Carl Jensen, v. chm.; Don Estergard, treas.; W. Scott Lamb, exec. sec.

PENN DAIRIES—1801 Hempstead Rd., Lancaster, Pa. 17604 (717) 394-5601
Pensupreme milk and ice cream
J. F. Garber Jr., pres.; A. J. Nixon, sr. v.p.; Guy O. Heck, v.p. mktg.; J. N. Jones, gen. sls. mgr.

PENNSYLVANIA ATHLETIC PRODUCTS—Chambers Ave., Jeannette, Pa. 15644 (412) 527-3501

Tennis balls; presses; racquet frames; wooden racquets
S. Salem, exec. off.; Robert Langas, sls. mgr.

PENNSYLVANIA GLASS SAND CORP.—Three Penn Center, Pittsburgh, Pa. 15235 (412) 243-7500

Q-Rok trap sand; Prep soil conditioner
John Wanamaker, dir. of sls.; Harry J. Colgan, mgr. gen prod. sls.

PENNSYLVANIA SPORTING GOODS COMPANY—1906 Jenkintown Rd., Jenkintown, Pa. 19046 (215) 884-3393

Court backstops; bags; tennis balls; net top binding; net cables; caps; net posts; court markers; nets; presses; racquet covers, frames, grips; wooden racquets; racquet stringing equipment; net center straps; strings; golves; shorts
Morton P. Moskowitz, exec. off.; Charles J. Jamison, sls. mgr.

PEPPERIDGE FARM, INC.—Westport Ave., Norwalk, Conn. 06856 (203) 847-0456

Pepperidge Farm fresh and frozen bakery products; candy
William R. Rudkin, chm. bd.; R. G. McGovern, pres.; W. Jardine, v.p. prod.; R. S. Heintz, dir. mktg.; E. G. Rawson, prod. mktg. mgr. bakery

PEPSI-COLA COMPANY, A DIV. OF PEPSICO, INC.—Pepsico World Hdqtrs., Purchase, N.Y. 10577 (914) 253-2000

Pepsi-Cola; Diet Pepsi-Cola; Teem; Mountain Dew; Patio Flavors; Mirinda
Victor A. Bonomo, pres.; John Sculley, sr. v.p.; John Corbani, v.p. mktg. ser.; H. Naylor Fitzhugh, v.p. spec. mkts.; Herbert Arnold, v.p. mktg.

PERLITE POPPED PRODUCTS—12655 E. Imperial, Santa Fe Springs, Calif. 90670 (213) 864-8313

Nutriform fertilizer; insecticides; herbicides; fungicides; Master sprayers
Richard Clover, pres.; Marilyn Scott, sls.

PET, INC., DAIRY DIV.—P. O. Box 0, Carroll Reece Sta., Johnson City, Tenn. 37601 (615) 926-7171

Pet ice cream, milk and dairy products
J. L. Langdon, pres.; J. W. Smith, dir. mktg. dept.; William E. DeMouche, adv. mgr.

PETER PAN SEAFOODS, INC.—1220 Dexter Horton Bldg., Seattle, Wash. 98104 (206) 624-4344

Peter Pan salmon, tuna, crab meat; Gill Netters Best salmon, tuna; Demings salmon, king crab
John P. Bez, pres.; Philip T. Campbell, sls. mgr.; T. P. Gordon, adv. mgr.

PEYTON PACKING COMPANY—P. O. Box 9066, El Paso, Tex. 79982 (915) 859-9131

Beef, pork, sausage, bacon, and smoked meats
L. Echols, adv. and mdsg. mgr.; C. E. Knipp, plant mktg. mgr.; L. L. Watkins, plant sls. mgr.

PFEIFFER'S FOODS, INC.—401 Maryvale Dr., Buffalo, N.Y. 14225 (716) 897-3400

Salad dressing
Kaseal Peckoff, v.p., groc. prod. div.; William J. Hoffman, gen. mgr.

PGA/VICTOR—See VICTOR GOLF COMPANY

maker German wines; Paternina Spanish wines; Great Western N.Y. State wines; Robert Mon Davy, Charles Krug, Hanna Kornell California wines
Anthony Teriato, pres.; Dominick Bufalino, v.p.

PATRICIAN PRODUCTS, INC.—483 E. 99 St., Brooklyn, N.Y. 11236 (212) 272-1400

Golf tube, plastic; plastic chain and posts for crowd control; Border Fence for flower bed areas; Fence-Weave plastic privacy stripping for chain link fencing; Plant Pyramid lawn and green decoration
Josephine Meglino, pres.; Nicholas Meglino, v.p.

PATTEN SEED & TURFGRASS COMPANY—119 Murrell Ave., Lakeland, Ga. 31635 (912) 482-3131

Centi-Seed Centipede grass seed; Championship Turfgrass sod and sprigs; Tifton hybrid bermudagrass; Emerald and Meyer zoysiagrass; Centipede; contract grassing
W. A. Roquemore, gen. mgr.; Ben I. Cope-land, asst. mgr.; W. B. Chason, nur. supt.

PAWLING RUBBER CORP.—157 Maple Blvd., Pawling, N.Y. 12564 (914) 855-1000
Hush-Step matting
R. B. Brisby, v.p.

PAW PAW GRAPE JUICE COMPANY—706 S. Kalamazoo, Paw Paw, Mich. 49079 (616) 657-3165

Paw Paw grape juice concentrates
James K. Warner, pres.; James J. Warner, v.p.

PBI-GORDON CORP.—300 S. Third St., Kansas City, Kan. 66118 (913) 342-8780
Trimec fairway, Trimec bentgrass herbicides for broadleaf/weeds
W. E. Mealman, pres.; J. S. Skaptason, v.p.

PCR GOLF BALL COMPANY, INC.—Box 999, Rocky Hill, N.J. 08553 (609) 924-8723
PCR Professional, PCR Stingers, SS300 golf balls; PCR range balls
Paul E. Godridge, exec. v.p.

PEARL BREWING COMPANY—Box 1661, 312 Pearl Pkwy., San Antonio, Tex. 78296 (512) 226-0231

Pearl liquor; Country Club Malt liquor; Pale Near Beer
Lee Birdsong, pres.; Boyd R. King, v.p. and gen. mgr.; H. J. Eickenroht, sls. mgr. beer div.; Jack Kratz, mktg. admin. beer div.;