Wide-Lite Corp. Makes Four Sales Department Promotions

Four sales department promotions have been made by Wide-Lite Corp., Houston, Tex., manufacturer of golf lighting systems. Lee H. Penny, Jr., former Midwest regional manager, has been named sales manager at the home office. Gerald E. Plocar, previously statewide manager for Florida, has taken over as Midwest regional manager and makes his headquarters in Overland Park, Kans. D. D. Gillespie is now manager of government sales, having moved up from Northeast regional manager. His headquarters are in Washington, D.C. Robert P. Aldrich, a manufacturer’s agent for Wide-Lite in Buffalo, N.Y., since 1959, has been promoted to manager of the Northeast region.

Northern California PGA has opened an office at 149 California St., San Francisco, that will serve as a clearinghouse for members, golf associations, etc. The new headquarters is being run by the Sherman Co.

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Identify Each Hole, speed play and cut maintenance costs with attractive new GRIMCO golf signs. New rust resistant enamel is baked on die-embossed, zinc coated, heavy gauge steel for years of service.

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October, 1964
MacGregor Concentrates Added Power in Woods and Irons

MacGregor's 1965 MT Tourney woods have a specially developed face inset that is said to put more weight directly into the hitting area for added power. This feature, referred to as "Impact-Wate", eliminates the need for excessive leading, according to the manufacturer. The MT woods have an extra deep seal and receive five epoxy coats to prevent damage to the finish. Weight that is blended evenly over the entire area of the club is a highlight of MacGregor's 1965 MT Tourney irons. This is said to give added power to every shot. The new irons have a flatter lie than before and increased depth of face.

Distributes Pargo Cars

Patty Berg Pro Clubs Have Several Wilson Features

Clubs fashioned for women players with the Patty Berg label are made with several exclusive features, according to the Wilson Sporting Goods Co., 2233 West St., River Grove, Ill. Woods have compact Strata-Bloc heads with contoured crown finished in ebony. Scarlet and black Keystone Cy-colon face inserts offset the natural faces accented with black fill-in scoring. Heads are Clima-Gard treated to seal out moisture. Irons are chrome-plated with specially sand blasted blade to give the ball more backspin.

Parkway Redwood Signs Give A Touch of Class

If you go on the theory that the difference between a good golf course and just another course is the little touches that are added here and there, Parkway Rustic Signs, Box 487, McHenry, Ill. undoubtedly can help you with your sign problems. This firm supplies customized signs made of redwood, which are carved to your specifications and engraved as you direct. The redwood is weatherized and engraved letters are coated with white enamel or coddit, a light reflecting paint. Parkway claims to carve any ideas. The bench, shown in the photo, with hole number, yardage and par figure, is typical of many supplied to courses by this firm.

The appointment of D. A. Brogan as manager of turfgrass fertilizer sales for its Northeast region has been announced by American Agricultural Chemical Co., 100 Church St., New York. His headquarters are in Carteret, N.J.

West Point Products Corp., West Point, Pa., markets an FS-1 spiker that covers a six-foot swath, with 140 blades pruning roots to stimulate new growth. Discs are 18 in. in diameter.
Reliable Knitting Offers Two Sporty Golf Hats

The "Straw-Knit" and the "Newsboy-Look" are the two newest styles added to the knit-wear collection of Reliable Knitting Works, 2041 N. 19th St., Milwaukee, Wis. 53205. The "Straw-Knit" comes in solid colors or tweedy two-tones while the "Newsboy-Look" is available in five solid colors. Both styles are fully washable and made in one size to fit every head.

Bell Praises Moody System

Architect Bill Bell and B. K. Jones, golf supt. for Long Beach, Calif. recently praised the sprinkler system fashioned for the Skylinks muni course in Long Beach by Moody Sprinkler Co., Arcadia, Calif. Moody was able to tie in Rainmaster controllers and valves to the automatic system already installed on the course. It was done at a time when seed was germinating and saved approximately $10,000 that would have had to be spent on hand watering. The system was so successful that it was also used at the new El Dorado muni course. Full details as to how it operates can be obtained from Moody.

Swing-Expediter Helps Reduce Golf Scores

JPO & Associates Ltd., 6230 N. Kenmore, A-1504, Chicago, Ill. 60626, has developed the Swing-Expediter that is said to reduce golf scores by up to 20 strokes. A scientifically designed wedge shaped piece of aluminum that slips on and off a special shoe spike, the Swing-Expediter produces a forward press (legs flexed, right knee in) circular back swing with correct weight transference. On downswing it triggers a natural weight shift to left side, producing the desired inside-out swing.
Steber Designs Floodlamp Cluster Mounting Box

A new reflector flood-lamp cluster-mounting box which permits savings in time, labor and materials with underground wiring systems has been designed by Steber, 1334 N. Kostner Ave., Chicago, Ill. 60651. The slip-fit, "in-and-out" conduit twin-hub boxes eliminate a need for unions, allowing easy installation to the underground power supply and to the next cluster of lights. Made of rugged cast aluminum, the cluster boxes are finished in durable weather-resistant gray-tone ultranamel.

A-C Caddy Cars Get 26 Holes to Gallon

Ken Suesens (l), pro at Pine Hills CC, Sheboygan, Wis., and Dick Young (r), sales rep for Allis-Chalmers’ material handling sales and service division, are shown with 16 of the 18 A-C Caddy Cars used by the club. Over the past three years Caddy Cars have proved popular at Pine Hills. Use averages 25 18-hole rounds per month for each car. Many cars go 54 holes a day. The gasoline-powered vehicles run 72 holes on 2¼ gals of gas. Maintenance is described by Suesens as normal — an oil change, battery check and occasional grease job.

Par-Mate Winter Gloves

Par Mate, 10 W. 33rd st., New York 10001, offers two winter golf gloves, S-82, a capeskin model, and S-84, a leather and wool stretch glove. The S-82 is banded at the wrist and is lined with dacron and wool. It comes in all sizes for men and women. S-84 has an all-wool tweed back and comes in two sizes for men and one for women.
Northwestern Pro Golf Co., 4701 N. Ravenswood Ave., Chicago, Ill. 60640, unveiled its expanded 1965 line of professional golf equipment to salesmen, firm officials and members of the pro advisory staff at its August sales meeting. (Standing, l to r): J. C. Goosie, Chet Condon, Leon Faucett, Leo French, Don Jahn, Pete Young, Irv Schloss, Bob Moser, Sam Parks, Clint Morberg, Eddie Meyers, John Ogen, Bill Morton and Jim Carton. (Seated) Nat Rosasco Jr., Byron Nelson, Bill Jelliffe, George Erwin, Jack Stone and LeRoy Rosasco.

For Skating Rinks

A vinyl white liner that can be used to convert tennis and basketball courts into skating rinks is distributed by Staff Industries, 78 Dryden rd., Upper Montclair, N. J. The liner is called Icemaster and is highly resistant to cuts and tears.

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October, 1964
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PGA Adds Weighted Headcover to Christmas Golf Ball Pak

PGA Golf Equipment Co., 8350 N. Lehigh Ave., Morton Grove, Ill., is including a weighted headcover in its 1965 Christmas Pak of 12 Ryder Cup balls. The combination sells for the price of a dozen balls with the headcover serving as a bonus. The headcover has a full-length zipper front and is designed to keep a golfer's swing loose and grooved before every drive. The gift package is available with 80, 90 or 100 compression golf balls.

Allis-Chalmers Adds Two Snow Throwers

Four and six hp Sno-Bee self-propelled, walking-type snow throwers have been added to the line of snow removal equipment manufactured by Allis-Chalmers, Milwaukee, Wis. The four hp model cuts a 23¾-in. swath while the six hp unit clears 26 ins. Throwers on both can be elevated to 26 ins. for drifts. Spouts rotate a full 270 degrees and adjust up or down to throw snow in any direction. Winterized ignition systems and recoil starters simplify cold weather starting.

West Point Products Gives Tips to Improve Turf

The Aerifier made by West Point Products, West Point, Pa., is an aid to successful fall renovation programs. Tips on when to use the Aerifier are supplied by Tom Mascaro, West Point president. For best results, the Aerifier should be used while grass is still actively growing, and when soil moisture conditions are good. With West Point's Aerifier, subsoil is cultivated as plugs are removed. Use of the Verti-Cut, also made by West Point, further stimulates turf growth.
**New Mower Cleaning Stand**

Fate-Root-Heath Co., Plymouth, O., has developed a cleaning stand that makes the cleaning of mowers, chain saws, etc. easier and more efficient. Called the Model 80, it has a rugged 12-gauge sloping metal sink and separate motor-pump unit that clamps to a 5-gal. drum of cleaning solvent. The motor-pump circulates two gallons of solvent per minute and special baffling causes dirt and grease to settle to the bottom of the drum.

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Cushman Adds Four Wheel Golf Car to 1965 Line

The Trophy four-wheel golf car is the newest
addition to the 1965 line of vehicles manufac-
tured by Cushman Motors, Lincoln, Nebr. Elec-
trically powered, the Trophy features automo-
tive steering and is said to be the most luxuri-
ous golf car ever mass produced. An exclusive

Hester Introduces New Golf Car Battery

A new golf car bat-
tery, the 2XH, has been introduced by Hester
Battery Mfg. Co., Nash-
ville, Tenn. Called the “Su-Par”, the new bat-
tery features a permanent,
solid one-piece cover, extra large 1½ in.
“see-through” vent holes, special vent caps
requiring only one-half
turn to tighten and
plates that are 7-1/16 ins. high. The plates are
said to be the largest on any golf car battery,
and the “Su-Par” will travel more miles per
charge than any golf car battery on the market,
according to the firm.

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