

## 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



Gillespie Aldrich Penny Plocar

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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Ted Makalena (second from left), pro at Alie'i CC, Honolulu, describes a U.S. Royal iron as being "maikai kalapu", which means "fine club" in the Islands. He is shown with Fred P. Koehler, U.S. Royal golf equipment sales manager, William C. Koch and William E. McCoy of Theo. H. Davies & Co., Ltd., and Art L. Stevens, U.S. Royal salesman. Davies & Co. is exclusive distributor of Royal golf equipment in the Hawaiian Islands.

### 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 en-



tire 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

Nic M. Belcastro, owner of Hillcrest Fairways in suburban Chicago, heads B&R Golf Enterprises, Inc., distributor of Pargo golf cars in Illinois and southern Wisconsin. The B&R office is at 24W80 North Ave., Glendale Heights, Ill.

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## 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 Cyclon 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 let-



ters are coated with white enamel or codit, 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.

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PGA Golf Equipment Co. held its annual three day sales meeting at the Hyatt House in Chicago in late August. Attending were (Front row, l to r): Harry Paylor, Frank Mahoney, Bill Bettie, John Caulkins, Bob Riddel, Jim Haynie, Ron Stevens, Art Longtin, Jim Longtin and Mike Foegen. (Second row) Gordon Ramsey, Pete Buchheit, Dave Bakewell, Jack Slater, Ed Rankin, Robert Smith, Bob Bonamy, Bob Berns, Richard Bergman, Jack Schnaedter, Gene Workun and Harley Greenamyre. (Third row) Joe Blanton, Jim Culver, Tim O'Brien, Jim Cahill, Gene Cardi, Ed Van Huisseling, Jack Anderson, Ray Bassler, Bill Rahmes, Bill Nugent, Jim Ausley, Bob Whitaker, Al Raymond, Harold Gillespie and Robert Lee.

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.

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**Reliable Knitting Offers**  
**Two Sparty 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 many 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 many 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 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.



*"Give your course a signature"*

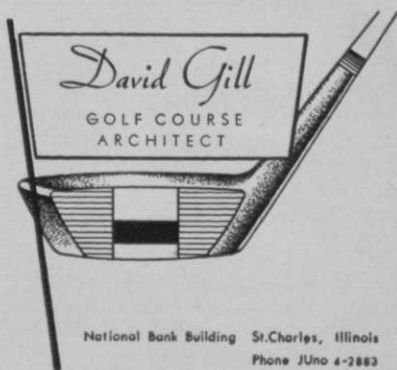
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## Steber Designs Floodlamp Cluster Mounting Box



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## 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

A new reflector floodlamp 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-

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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 2 1/2 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.

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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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## 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 serv-  
ing 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.

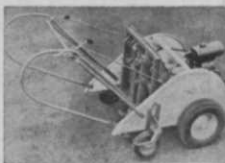
## Allis-Chalmers Adds Two Snow Throwers

Four and six hp Sno-  
Bee self-propelled, walk-  
ing-type snow throwers  
have been added to the  
line of snow removal  
equipment manufactur-  
ed by Allis-Chalmers,  
Milwaukee, Wis. The  
four hp model cuts a  
23½-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 direc-  
tion. 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  
turf renovation pro-  
grams. Tips on when  
to use the Aerifier are  
supplied by Tom Mas-  
caro, West Point presi-  
dent. For best results,  
the Aerifier should be  
used while grass is still  
actively growing, and  
when soil moisture con-  
ditions are good. With  
West Point's Aerifier,  
subsoil is cultivated as  
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Arnold Palmer Co., Chattanooga, Tenn., held its annual sales meeting in mid-August. Attending were (Standing, l to r): Vern Waskom, Sam Mason, Bill Mofford, Bill Stevens, Oscar Jones, Randy Smith, R. D. Robinson, John Sample, Arnold D. Palmer, Glen Baxstrom, Robert Monroe, Tom Brown, Ray Artz, Ken Frame, Jerry Drexler and Dale Hall. (Seated) Ed Brantly, Leo Ouillette, Guy Sapp, Bernie Cason, Ken Riddle, Clair Landis and Ted Jordan. Palmer Co. sales reps, Ron Pawlacyk and Carl Ross, did not attend the meeting.

## 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 manufactured by Cushman Motors, Lincoln, Nebr. Elec-



trically powered, the Trophy features automatic steering and is said to be the most luxurious golf car ever mass produced. An exclusive

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suspension system consisting of coil springs, and shock absorber on the rear and torsion bar and leaf spring on the front assures maximum stability and a smooth, turf protecting ride, according to Cushman. A special brake that engages automatically when the driver leaves his seat is standard equipment on the Trophy.

## Hester Introduces New Golf Car Battery

A new golf car battery, the 2XH, has been introduced by Hester Battery Mfg. Co., Nashville, Tenn. Called the "Su-Par", the new battery features a permanent, solid one-piece cover, extra large 1 1/2 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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