



Lyn Fuller, Golf Pro, TRW Country Club, Chesterland, Ohio

Golf Coordinates (golf 'kô-ord-e'-nitz) Lee's coordinated knit collection that offers all the fit and comfort a golfer needs. Featuring doubleknit slacks of 100% Dacron® polyester with self-sizing Ban-rol® waistband (\$20), chainwork knit shirt (\$8), and luxurious cardigan sweater (\$18). The Lee Company Inc., 640 Fifth Avenue, New York, N.Y. 10019.

LEE A company of  corporation

For more information circle number 175 on card

THIS IS WHAT MAKES OUR NEW SUPER SOX SUPER.

It's our great fat fluffy pom poms that are going to give your sales a big fat boost.

Wait till your customers see that Super Sox are made of 100% Creslan® acrylic fiber.* So they can wash them all they want without worrying about shrinking, stretching or fading those bright bouncy colors. And they are available in 17 different color combinations. Super Sox. They make sense. And sales.

*exclusive of ornamentation

SUPER SOX
SUPER-POM
KNIT CLUB SOX

Reliable of Milwaukee

233 E. Chicago Street, Milwaukee, Wisconsin 53202



Complete set of four
nos. 1, X, 3, and 4

Creslan
LUXURY ACRYLIC FIBER

Suggested retail (shown—Style #5030) \$6.00 each. Other knit club sox styles to retail from \$2.00 each. Write for catalog showing complete line of golf accessories.

Creslan acrylic fiber is a product of American Cyanamid Company, Wayne, N. J.

GMDA, PGA POOL THOUGHTS FOR 1974 SHOW

PALM BEACH GARDENS, FLA.—In a meeting among officers of the Golf Manufacturers and Distributors Assn. and the Professional Golf Assn. on January 22, plans for the 1974 Merchandise Show were discussed.

PGA officers confirmed that they have not yet decided on the site for next year's show.

The GMDA made it clear that, though they were anxious to have the 1974 show, they would not participate if the location and facilities were so substandard that it would not be worth the expense it imposed on their companies. They also emphasized their desire to have a "better" and not just a "bigger" show.

They strongly urged the PGA to work closely with them as a "joint committee" in selecting next year's site. GMDA denied the rumor that John MacArthur had offered to permit them to hold the show for one week only in 1974 at their present location.

GMDA requested that they establish a priority system in making booth assignments, which would be based on the exhibitor's total support of the PGA, such as the number of shows that they had participated in, advertising in Professional Golfer Magazine and PGA championship programs.

A common complaint about the show, according to the GMDA was elimination of the names from the badges, which was done to eliminate the lengthy delays at the registration desk, which caused a major backlog in 1972. The suggestion was made to the PGA that they should obtain the types of badges used at other shows in which the PGA members' names could be hand printed.

The GMDA advised PGA officers that their membership had voted unanimously to make future shows exclusively for legitimate buyers and their pro shop staffs.

The PGA announced its intention to hire a full-time show coordinator in the immediate future to replace Robert Creasey. Connie Madsen coordinated this year's show following Creasey's termination.



THE PARGO GOLF CAR. THE BEST KNOWN PART OF OUR TOTAL SERVICE PACKAGE.

Our years of experience in the golf car business have taught us a lot. And one of the most important things we've learned is that we cannot be content to simply sell you a fleet of cars.

That's why at Pargo we try to take a closer look at each course's needs. Many courses need a large fleet of vehicles year around. Others don't. So we study your course from beginning to end. We find out how much area there is on the course, the amount of annual traffic and any seasonality patterns. Then we add this information to other important factors, such as the course's financial status and projections. And recommend what we feel is best for your course. Even if it means selling a few less cars than we'd like to.

And, if you've got some special problems financially, or you'd like to invest your club's money wisely, we've got a number of plans that could be profitable to both of us.

Our financial packages are among the most imaginative in the business, but they take a back seat to golf cars, which are still our main product.

And in the world of golf cars, Pargo takes a back seat to no one.

Especially our most recent design improvements in our models 803 and 804. We've redesigned them inside and out, with some very nice improvements. Like a better suspension system for an easier ride. One of the most trouble-free acceleration switches in the business. We even made it easier to get in and out of. And if you'll check further you'll see a whole list of other improvements.

Of course, we've got a complete line of maintenance and service vehicles to fill out our total package.

If you're looking for vehicles for your course or club, read on about what Pargo has to offer.

Then give us a call. Our nationwide network of dealers will show you that we have a lot more to offer than just golf cars.



FEATURES THAT MAKE PARGO CARS THE BEST FOR YOUR COURSE.

- Exclusive spike guard for protecting the dash
- Easier steering
- More leg room
- Largest dash in the business with cupholders, automotive-styling and rich, wood-vinyl trim
- Handy console between seats
- Wraparound front bumper on 3-wheeler
- Individual body contoured seats with slide across feature and an adjustable seat back on the driver's side
- Sweater basket is standard equipment (only one on the market)
- Large, coated bag racks with Velcro and nylon straps
- Scuff protectors in bag well
- Large, rubber-covered steel bumpers on back, front and sides
- New easy-ride suspension system
- Easy entrance and exit
- New, contemporary, molded canopy
- Detachable windshield
- Body kick plate—prevents scuff marks
- Rear section tilts for service access—can be removed in minutes by pulling hinge pin
- Chrome hubs are standard
- Color-coordinated, saddle-brown seats
- Improved and tested electrical system

Pargo 

Vehicles for contained environments.
P.O. Box 5544
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(704) 596-6550



THE EMPIRE (MODEL 854)

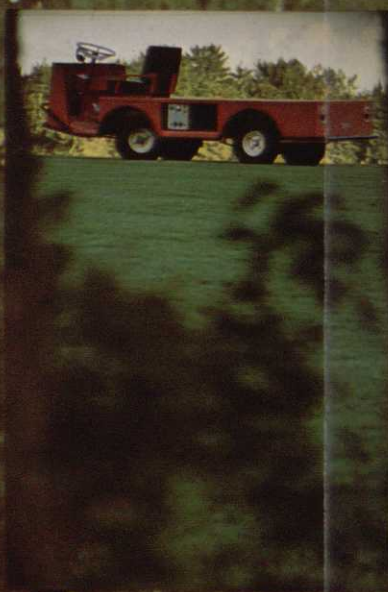
The Empire is offered in a variety of styles for various course uses. It can be as simple as a flat bed with one seat, for use as a service vehicle, or it can accommodate up to eight passengers for transporting groups or VIP's. It's run by non-polluting electricity.



BAHAMA BAR CAR

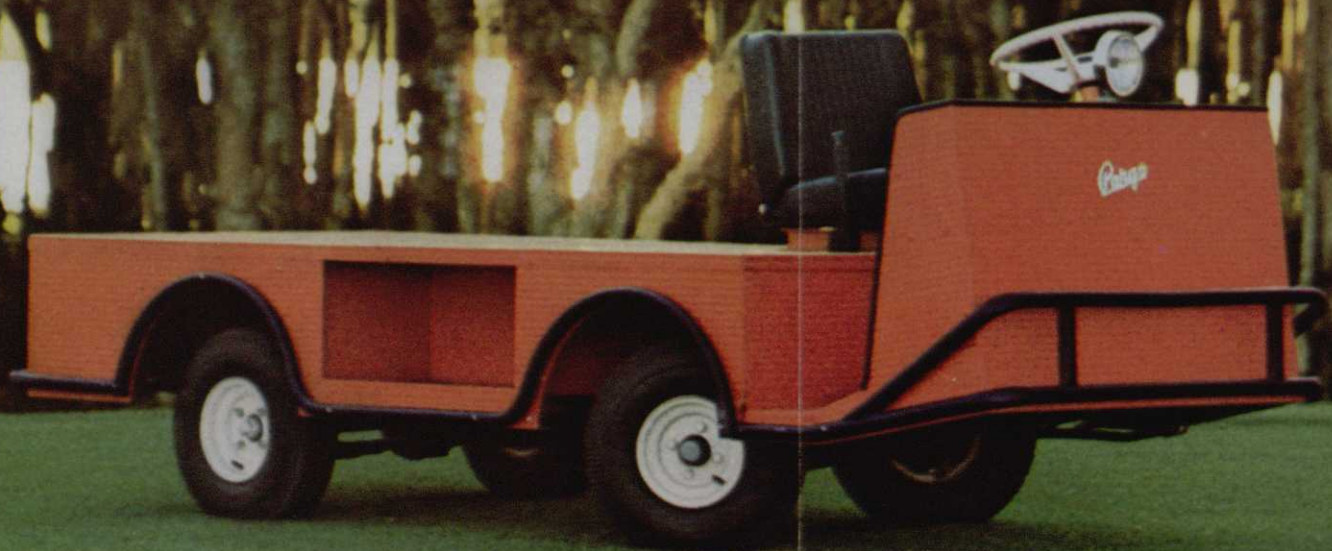
The perfect companion vehicle for other Empire models. The Bahama can serve your members as a vend mobile—a snack shop on wheels. And where law permits it's a traveling bar that goes anywhere. It keeps foods and beverages hot or cold. The Bahama is, of course, electric.





THE EMPIRE (MODEL 873)

The Empire 873 was designed for tough jobs around the course and club. It features an extra-strength steel body and heavy duty suspension which make it excellent for maintenance work. And its optional gear ratio can deliver speeds up to 25 m.p.h. to get you there in a hurry. A convenient roll out battery pack provides for maximum utilization of the vehicle. Electric, of course.



PARGO.
BECAUSE
GOLF CARS
ARE NOT YOUR
ONLY CONCERN,
THEY'RE NOT
OUR ONLY
PRODUCT.

SIX WAYS TO OBTAIN PARGO CARS THAT WILL REALLY IMPRESS YOUR TREASURER.

We think that every golf course should be equipped with Pargo golf cars. But every golf course or club just isn't in the same financial situation. So we've made it possible for everyone to have a Pargo fleet, with a variety of different purchase and lease plans.

PURCHASE AND OWNERSHIP Pay us or our dealer. Take delivery. And just like that, you've got a fleet of the best golf cars around.

NEW CLUB PLAN This plan is designed especially for newly organized or constructed clubs or courses which would like the immediate revenue produced by golf cars without the large initial lease payments and with a minimum outlay of cash.

With this plan, you install immediately the number of cars you need. Only a small amount of money is required as an initial payment. Then, to your advantage, the payments gradually increase as you begin to produce revenue.

SHARED REVENUE PLAN The Pargo Shared Revenue Plan provides a payment method for clubs wishing to split their revenues on a fixed percentage basis. By prior agreement, the club and our dealer share the revenues on a percentage basis for the life of the agreement. For his percentage, the dealer provides the vehicles, the financing and certain other services, such as maintenance.

FIXED-RATE LEASE PLAN A plan advantageous to almost any club's financial situation. It allows the leasing of vehicles at a fixed rate over the duration of the lease agreement. The fixed-rate lease is one of the most widely used plans, due to the certainty it provides a club in its required outlay of leasing fees.

It permits the lessee to retain capital for other uses, and it's simple to operate.

MEMBER-SHARED DEPRECIATION PLAN This plan is a method of providing a club with vehicles while permitting the depreciation to a participating group of club members to be used to earn a more favorable income tax rate. The group, through its attorney, arranges a limited partnership which buys vehicles from Pargo and in turn leases the cars to their club. The members receive both income from the operation of the vehicles and substantial depreciation allowances for income tax. Their economic return is considered first, with tax savings a welcome side benefit.

CLUB CAPITAL PLAN This is a way for established clubs to create a supply of cash without assessing members and without sacrificing services. The Club Capital Plan provides a means for the club to sell its existing golf car fleet to Pargo's leasing affiliate, Industrial Leasing. The leasing firm then leases the vehicles to the club, giving the club a cash settlement for use in other areas. The Plan will, of course, be limited to clubs with relatively new vehicles in reasonably good condition. Pargo or your Pargo dealer will examine your fleet and the terms of the purchase for each club will be determined individually, due to the variation in condition of each club's fleet.

We think we've made it easy for every club or course to have a Pargo fleet.

If you've got some special set of circumstances, however, just talk to your nearby Pargo dealer or representative.

We're sure we can work something out.
We want everyone to have a Pargo fleet.

FEATURES

New this year, our molded canopy and detachable windshield.



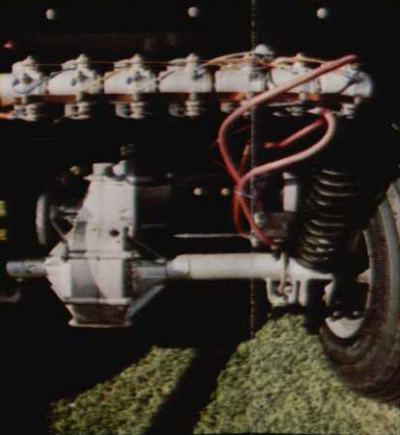
Wraparound front bumper is standard in all Model 803 Pargos. Our Model 804 also features full bumper protection.

New color-coordinated, saddle-brown seats and special protective kick plate.



Our fashionable, functional new middle console. You'll find this great for carrying your golf balls, score cards, etc. And the key is in a safer, more accessible location.

The tilt-body provides an exposed view of our new suspension system for a much smoother ride and excellent stability. You can't get much more stable than a Pargo golf car.



A more attractive and even more functional dash, as well as more leg room, and a spike guard.

GOLF CAR SPECIFICATIONS

| ITEM | MODEL 803 | MODEL 804 |
|--|---|---------------------------------|
| | 2-PASSENGER 3-WHEEL | 2-PASSENGER 4-WHEEL |
| Height (Maximum at Steering Wheel) | 48" | 45" |
| Maximum Height from Ground with Canopy | 72" | 72" |
| Length (Bumper to Bumper) | 96" | 96" |
| Width (Rear Bumper) | 46" | 46" |
| Weight without Batteries | 570 lb. | 580 lb. |
| Turning Radius | 15'6" | 18' |
| Steering | Automotive | Automotive |
| Tires | 8.50 X 8 Four Ply Rating | 8.50 X 8 Four Ply Rating |
| Wheel Base | 62" | 61½" |
| Speed (Maximum) | 11 MPH | 11 MPH |
| | Under Power | Under Power |
| Rear Tread Width | 34⅞" | 34⅞" |
| Front Tread Width | — | 33" |
| Seat to Ground Height | 28½" | 28½" |
| Ground Clearance (at Differential) | 4½" | 4½" |
| Front Suspension | Rubber Torsion Mount | Automotive Type Leaf Spring |
| Rear Suspension | Coil Springs and Shock Absorber | Coil Springs and Shock Absorber |
| Motor Horsepower | 1.5 HP Continuous Duty | 1.5 HP Continuous Duty |
| Electrical Control System | Key Direction Selector, 3 Speeds, Solenoid Contactors Activated Thru Accelerator Switch | |
| Body-Reinforced Fiberglass | X | X |
| Choice of Colors | X | X |
| Finish (High Gloss Color Impregnation) | X | X |
| Hill Brake Toe Lock | X | X |
| Seats of Polyurethane | X | X |
| Hub Caps | X | X |
| Side Rub Rails and Spike Guard | X | X |
| Body Trim | X | X |
| Heavy Duty Disc Brakes | X | X |
| Score Card Clip Board | X | X |
| Sweater Basket | X | X |

OPTIONAL EQUIPMENT

| ITEM | MODEL NO. |
|-------------------------------------|-----------|
| Sun Canopy & Frame | 803, 804 |
| Windshield | 803, 804 |
| Horn, Headlights & Taillights | 803, 804 |
| Cigarette Lighter | 803, 804 |
| Side Rub Rail Extensions (Pair) | 803, 804 |
| Seat Brake | 803, 804 |
| Radio | 803, 804 |
| 8.50 X 8 Four Ply Power Tread Tires | 803, 804 |
| Hour Meter | 803, 804 |
| State of Charge Meter | 803, 804 |
| Tow Bar Assembly | 803, 804 |

For full specifications on other PARGO Vehicles, give us a call.



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