

3810 N. Tulsa Street — Phone Windsor 6-2616
P.O. Box 12010 — Oklahoma City, Oklahoma 73112 U.S.A.
Telex No. 07-1399

Subsidiary of Little Giant Corporation

January 15, 1968

RELEASE AT ONCE

Yakima Daily Republic 114 North 4th Street Yakima, Washington

Attention: Office of the Editor

Gentlemen:

LITTLE GIANT PUMP COMPANY ACQUIRES
A.M.F. WEN-MAC OUTDOOR LIGHT DIVISION

Oklahoma City, January 9, 1968

As of this date, Little Giant Pump Company, 3810 North Tulsa Street, Oklahoma City, Oklahoma has acquired, by direct purchase, the American Machine & Foundry's Wen-Mac Low Voltage Outdoor Light Division of West Los Angeles, California. The Outdoor Light brand name is STARBRITE.

The Wen-Mac Company and the California Lighting Products Company had pioneered year-round 12 volt low voltage outdoor lighting. The STARBRITE line features 2, 3 and 6 outdoor low voltage light sets, mushroom walk lights, plus transformers and automatic timers. The Little Giant Company states that STARBRITE ranks Number One in sales and is the foremost outdoor light set presently available with exclusive features, such as a complete U. L. approved product line; large 5-3/4 inch completely weatherproof sealed beams; heavy duty 12 gauge cable; instant hook-on toggle switches, which connect the lights to the cable; Cycolac non-rust lamp housings; complete U.L. approved transformers and automatic timers.

The Little Giant Pump Company is the World's largest manufacturer of submersible pumps and fractional horsepower, centrifugal pumps, serving eighteen different industries.

This acquisition by the Little Giant Company will bring low voltage outdoor lights as a companion and/or a separate sales item to the Little Giant Company's Consumer Products Division famous Waterfall, Waterfountain and Water Fountain Ring Pump Kits. Present plans include a large consumer and trade magazine ad schedule, plus local newspaper advertising in forty major markets.

The Little Giant Company states that the STARBRITE low voltage outdoor lights will be marketed through their present distributors and their present 135 Sales Representatives in the U.S.A. per Vincent Smith, the firm's Vice President of Marketing.

Sincerely,

VINCENT X. SMITH

Vice President - Marketing

VXS:dm Encl. Landscape with Light!

QUESTIONS & ANSWERS ABOUT







- **Completely WEATHERPROOF** SAFE SHOCK-PROOF
- Harmless Child-Safe 12 Volts
- GARDEN LIGHTING
- SAFETY & SECURITY LIGHTING
- OUTDOOR PATIO LIGHTING SPOT LIGHTING
- ☐ HOLIDAY LIGHTING
- INDOOR EFFECT LIGHTING
- PORTABLE ENTERTAINMENT LIGHTING

Landscape with Light!



and each set is a complete system!! Now anyone can walk into a store and purchase a complete low-voltage lighting system for his home...business...or apartment in a set to fit his exact needs.

Best of all, it can be set up and working in minutes without digging ... without conduits ... without permits!

A RANGE OF SETS AND PRICES TO FIT EVERY BUDGET!!

For a Small Home

#556—standard transformer, 25 feet of weatherproof NO-SHOCK cable,[2] sealed beam lights and color lenses (amber, green \$42.00 (Suggested Retail).

For an Average Home

#547—standard transformer, 50 feet of weatherproof NO-SHOCK cable, 3 sealed beam lights and color lenses (amber, green, clear)—\$55.00 (Suggested Retail).

or

#550—standard transformer, 100 feet of weatherproof NO-SHOCK cable, 6 sealed beam lights and color lenses (amber [2], green, pink, clear, blue)—\$80.00 (Suggested Retail).

or

#551—combination transformer with AMF/Paragon automatic timer, 100 feet of weatherproof NO-SHOCK cable, 6 sealed beam lights and color lenses (amber [2], green, pink, clear, blue)—\$90.00 (Suggested Retail).

you can add additional lights, more cable, the mushroom shaped path light, regardless of which set you buy.

EACH SET IS A COMPLETE SYSTEM — U/L APPROVED





Sealed beam lights

pre-focused-6" diameter-weatherproof

Colored Lenses

amber-green-pink-blue-clear

Ground Stakes

For positioning in ground around shrubs or on lawns

Mounting Brackets

For fence, wall or tree mounting

12 volt transformer

reduces 110 volt standard household current to harmless 12 volts standard transformer has on/off switch, overload circuit breaker and reset button

combination transformer has AMF/Paragon 24-hour automatic timer transformer can be mounted outside without shielding from the weather

U/L approved

Weatherproof 12 gauge NO-SHOCK cable

You can leave it on the ground—no permit required—no conduits required.

Shockproof...if you cut it with mower accidentally...it's safe, so safe that you can even hold the bare wires in your hand without a tingle!

Lights sit flat on concrete

For vertical light on walls or in trees and shrubs

System is readily expandable

Additional lights, timer, cable, mushroom shaped path lamp can all be added later, simply . . . inexpensively



- Standard transformer has on/off switch
- Combination transformer has a built-in AMF/Paragon 24-hour automatic timer

turns lights on and off automatically at a pre-set time

when on vacation . . . or gone for a few hours at night . . . the timer turns on the lights for SAFETY & SECURITY

WHY HAVE A TRANSFORMER?

The transformer reduces 110 volt standard house current to harmless child-safe low voltage

Because of low voltage, the entire system costs only pennies per night to operate!

WHAT IS LOW-VOLTAGE LIGHTING?

Low-voltage lighting uses only 12 volts to operate. A light plugged into your standard house current uses 110 volts.

WHAT ADVANTAGES ARE THERE TO 12 VOLTS?

- Safe. Harmless. You cannot...we repeat... you cannot receive a shock from 12 volts! You can even hold the bare wires in your hand without a tingle.
- Permits easy installation of the sealed beam units. Just clip the lights anywhere along the NO-SHOCK cable. Remove them and reposition anytime.
- This low-voltage system can be installed in minutes
 without the digging of trenches and uprooting of lawns and
 plantings
 without city electrical permits ... without metal conduits
- Low initial cost. STARBRITE Outdoor Lighting System sets start at \$4200 Comparable conduit systems would cost a minimum of \$200-\$300 plus permit and could not be changed easily.
- Low cost operation. Entire light system costs less per night to operate than a single old fashioned floodlight bulb.

SAFE AROUND CHILDREN...PETS...SPECIMEN PLANTS. PERFECT FOR SAFETY & SECURITY LIGHTING.

starbrite outdoor lights

ARE SUPERIOR TO ANY OTHER Low Voltage Lighting system on the market!

- STARBRITE Outdoor Lights have complete U/L approval.
 - Only 1 competitor has U/L approval.
- The STARBRITE system offers an automatic timer with its light system!
- 3 Only STARBRITE has large sealed beam lights.
 - Some competitors use old-time map lights.
 - Some competitors use small signal-type sealed beams.
- Only STARBRITE has lamp housings of high impact Borg-Warner CYCOLAC that withstands temperature variations of -25° to $+175^{\circ}$ F.
 - STARBRITE housings will not rust.
- 5 STARBRITE color lenses will not deteriorate in the sun or snow.
- STARBRITE gives BOTH ground stakes and brackets in each package.
- 7 STARBRITE has the easiest cable "HOOK ON" for the lights.
 - No tools needed. Just lay the cable in the bracket...turn the toggle.
 - Other units require screw driver plus loosening of wires, etc.
- g transformer need not be shielded from the weather.
 - All other transformers must be shielded from the weather.
 Those without U/L approval cannot legally be installed in homes in many cities.
- Only STARBRITE offers an on-off switch on its transformer!
 - With competitive units YOU MUST PULL-OUT THE PLUG to turn lights off. Pulling out the plug is a nuisance.
- STARBRITE has a reset button on the transformer.
 - A built-in safe method for handling an overload on the system and for protecting the transformer and the home.
- STARBRITE is the only system which comes in a complete range of sets and prices—to fit everyone's exact needs...and the system can be added to and upgraded as the need arises and the budget allows.

QUESTIONS AND ANSWERS ABOUT

Question: Is everything I need to light my patio or yard in this package?

ANSWER: Yes.

Question: What is the wattage of one light?

ANSWER: 18 watts.

Question: Can I add more cable to my system?

ANSWER: Ye

Question: Do you have a connector that allows me to cut the cable

to permit the transformer to be in the middle and lights

on either side of it?

ANSWER:

Question: Can I change the colored lens?

ANSWER: Yes. Just undo 3 screws and put on a different color lens.

Question: Can I get a set of lenses all in one color?

ANSWER: Yes.

Question: What color lenses do you have? ANSWER: Amber, green, pink, blue, clear,

Question: Can I use STARBRITE Lights around a swimming pool?

ANSWER: Yes

Question: How much does it cost me to run a 6 light set at night? ANSWER: Just pennies a night...about the equivalent of one

standard floodlight bulb.

Question: What does the U/L (Underwriters Laboratory) approval

mean?

ANSWER: It means that the STARBRITE low-voltage light system has undergone the most exhaustive series of tests such as

shock tests ... acid tests ... water tests ... endurance tests ... structural tests ... that any consumer products undergo. And U/L approval means that in all tests STARBRITE

Outdoor Lights are approved 100%.

Question: Do I need a city electrical permit to put in the lights?

ANSWER: No. Because the system is only 12 volts, no permit is

needed.

Question: Do I need to dig a trench and put in a conduit for the

cable?

ANSWER: No. You need not even bury the cable.

Question: Will any automobile sealed beam fit the lights?

ANSWER: No. It must be an 18 watt, 12 volt sealed beam Lamp Tung Sol Number 4439 or equivalent.

Question: Can I buy these replacement sealed beams from AMF/

· Wen-Mac?

ANSWER: Yes. Part No. 550-25.

Question: Can I move the lights once I have put them on the cable?

ANSWER: Yes. Just loosen the toggle and re-clip at the new location

on cable.

STARBRITE LOW-VOLTAGE OUTDOOR LIGHTS ...

Question: If I buy a set without the timer, how do I turn them on and off?

ANSWER: The transformer has a slide-switch for turning them on and off.

Question: Can I purchase additional lights or accessories?

ANSWER: Yes. The complete light with ground stake and bracket, sealed beam, housing and color lens is available. Retail

\$7.00.

Question: What other items can I add in addition to the timer and

more lights?

ANSWER: In addition to these, you can add a mushroom shaped path light, retail \$15.00. And you can also add more cable.

Question: Can I buy just the lights and cable and plug it into the socket?

ANSWER: No. You must have the transformer to reduce the 110 volt house current to harmless 12 volts.

Question: Can I buy the sealed beam lights and transformer and attach them to a regular extension cord?

ANSWER: No. You must use the STARBRITE weatherproof 14 gauge

Question: What happens if there is a short or overload in the

system?

ANSWER: The circuit breaker on the transformer goes into opera-

tion and automatically turns off your system thereby protecting the transformer and your house. Press the reset button and your system will go back into operation.

Question: Can I use these lights inside the house?

ANSWER: Definitely. They are ideal for planted entrance ways, indoor effect lighting and holiday lighting.

Question: What are some of the uses for STARBRITE Outdoor Lights?

ANSWER: GARDEN LIGHTING

OUTDOOR PATIO LIGHTING

HOLIDAY LIGHTING

SAFETY & SECURITY LIGHTING

SPOT LIGHTING

INDOOR EFFECT LIGHTING
 PORTABLE ENTERTAINMENT LIGHTING

Question: How would you describe this light system briefly?

ANSWER: It is an absolutely complete, weatherproof, safe, s

It is an absolutely complete, weatherproof, safe, shock-proof 12 volt light system that can be installed without permits or conduits. Clip lights anywhere along the cable. Move anytime. Plugs into house outlet. Contains sealed beams and housings, ground stakes, mounting brackets, voltage reducing transformer with either 24-hour automatic timer or on/off switch, weatherproof NO-SHOCK cable, and colored lenses. System has U/L approval.





SPARKLE A PATIO OR TERRACE

A pink or amber STARBRITE light under the eaves or on a tree adds soft light for home or apartment outdoor living area.

BRING A FLOWER BED TO LIFE

Spotlight your favorite flowers-in-bloom. Choose different colors to match and highlight those of the flowers. STARBRITE lights will not scorch plants.

DRAMATIZE A TREE

A blue STARBRITE light will highlight the form of a tree . . . its leaves, bark, branches.

HIGHLIGHT A VINE, FENCE, SCULPTURE

Try a green STARBRITE light on a climbing vine. Add warmth to a redwood fence with an amber light. Use soft blue light for sculpture.

LIGHT A PICTURE WINDOW

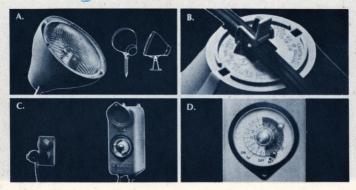
Bring the beauty of the night garden into view from inside your home. STARBRITE lights add a new dimension to your living area.

low cost landscaping with light!

New STARBRITE Low-Voltage Outdoor Lights add a dramatic new dimension to outdoor living. Now . . purchase a complete outdoor light system and install it in minutes without permits, digging or conduits. Safe, shockproof, low-voltage Transformer makes this possible. Economical; costs only pennies a night to operate. Weatherproof; UL approved for outdoors anywhere. Easy installation; just plug into any house outlet. Lights clip on cable. Install anywhere at anytime.



low cost landscaping with light! and do it yourself in minutes



A. Each STARBRITE set is a complete system. Nothing else to buy! The large 5½" sealed beam lamps come in rustproof, hi-impact Cycolac housings, with prismatic lenses to color and focus the light. Included are stakes for ground installation and brackets to mount the lights on fences, in the trees, or under the eaves of the house.

B. Clamp the lights anywhere along the weatherproof, no-shock cable. Simple toggle makes even a screwdriver unnecessary. Cable can be safely left on the ground

C. The UL approved, weatherproof transformer converts standard household current to a low, child-proof 12 volts. Safe around children and pets. (Absolutely shock-proof. You can even hold the bare wires without a tingle!)

D. First with STARBRITE, a UL approved automatic timer to turn lights on and off automatically, even when you are not at home. Set it . . . forget it.

starbrite



Enjoy The Beauty Of Moving Water

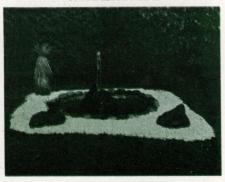
At A Very Low Cost



FOUNTAIN RING



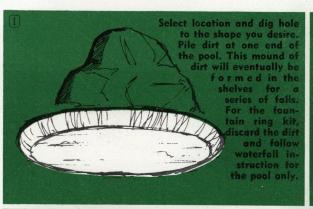
WATERFALL



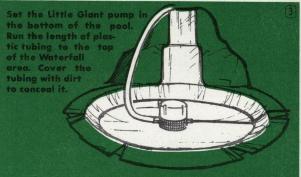
WATER FOUNTAIN

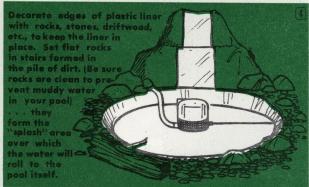
It's Fast and Easy to have your own LITTLE GIANT Waterfall or Fountain.

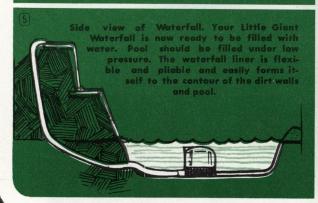
NO PLUMBING . NO DRAINS . REUSES THE SAME WATER OVER AND OVER AGAIN













LITTLE GIANT CORPORATION

..... the world's largest manufacturer of underwater pumps offers a selection of uniquely styled Waterfall or Waterfountain Kits with the following features:

- It's fast and easy to build a Little Giant Waterfall or Waterfountain. Everything you need is furnished in your kit.
- 2. No plumbing no drains reuses the same water over and over again.
- 3. Build any Size . . . Shape . . . or Style Waterfall or Waterfountain. (Select the proper Little Giant Kit from the following table:)

	#1 Little Giant Waterfall Kit	#2 Little Giant Waterfall Kit	#3 Little Gia Waterfall Kit
Little Giant Waterfall Pumps continuously recirculate:	205 Gallons Per Hour	300 Gallons Per Hour	670 Gallon Per Hour
2. Size of the Little Giant Waterfall Fountain Liner:	8 ft. x 8 ft.	8 ft. x 14 ft.	8 ft. x 18
Maximum outside dimensions of the Little Giant Waterfall, (including water- fall and pool area):	6 ft. x 6 ft.	6 ft. x 12 ft.	6 ft. x 16
Length of hose (returns water from the pool area to the top of the waterfall):	6 ft.	8 ft.	8 ft.
UL Approved Electric waterproof cord with 3 prong plug. (completely shock proof when properly connected):	6 ft.	12 ft.	12 ft.

- 4. The Little Glant Waterfall—Fountain Liner is of a special formulation which:
 - a. Is absolutely water-resistant.
 - b. Is Rot Proof.
 - c. Is Non-Toxic to FISH life.
 - d. Is Natural in color (will not fade).
 - e. Will not age or deteriorate.
- 5. Quality features of Little Giant Underwater Pumps:
 - a. Oil is hermetically sealed in the Little Giant pump by means of the revolutionary "Double X" seal (never needs lubrication).
 - b. Unconditionally guaranteed for one full year.
 - c. Operates completely under water.
 - d. Completely enclosed in non-corrosive, rustproof epoxy coating.
- 6. Complete instructions for building your Waterfall or Waterfountain

DISTRIBUTED BY



ІИ МАТЕВГЕІС, **МАТЕ**ВГО**ИИТ**ВІИS **ИОІТАЯЗЧО** HEAVY DUTY PUMPS FOR CONTINUOUS



cast bronze

Model 12-CBM

5000 G. P. H.



Model 8-(BA, cast bronze

300) C. P. H.

Model 8-CIM cast iron



3E12NB 670 600 580 550 365 22 1/2 ft.



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FH-3

FH-2

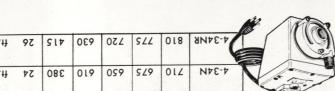
FOUNTAIN HEADS

FH-3 Nine separate jets 1/4" female with adjusting screw. FH-1 Single spout design, female N.P.T. with adjusting screw.
FH-2 Spray design, 1/4." female N.P.T.



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FOUNTAIN RING KIT





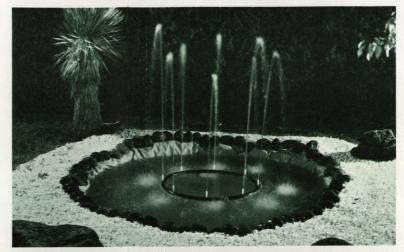
WATERFALL KIT

FOUNTAIN KIT

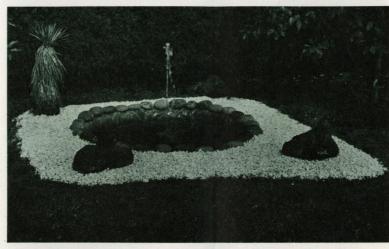
FOUNTAIN RING KIT





















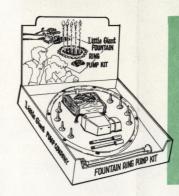
The Little Giant Waterfall Kit contains a Little Giant submersible pump, a Little Giant plastic pool and waterfall clamp and one restrictor clamp. A choice of Little Giant Waterfall Kits allows you to determine the flow of recirculating water:

Model WFL-1 Recirculates 200 G.P.H. Model WFL-2 Recirculates 300 G.P.H. Model WFL-3 Recirculates 670 G.P.H.



The Little Giant Fountain Kit contains everything needed to build your own outdoor fountain. Your kit comes complete with 8'x8' pool liner, Little Giant submersible pump with six foot U. L. approved power cord, (filter screen), adjustable fountain head, two lengths of pipe with couplings, (No. 2-WFH only) and complete building instructions.

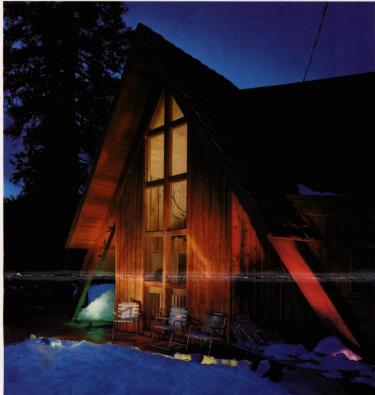
No. 1-WFH has 6'x6' liner but no couplings or lengths of pipe.

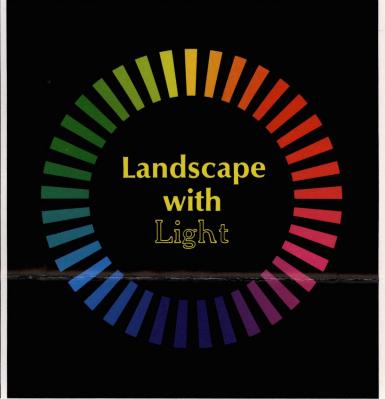


The Little Giant fountain ring kit model 1-FRPK contains 6'x6' liner, 1 ring with 4 adjustable jets, 11/4'' pipe coupling and a 1/4''x6'' pipe nipple, a support leg and foot with cover for clean out hole and a 1-MA submersible pump.

Model 2-FRPK contains 8'x8' liner, I ring with 8 adjustable jets, 21/4'' couplings, 21/4''x6'' nipples, a support leg and foot with cover for clean out hole and a No. 2E-N pump.







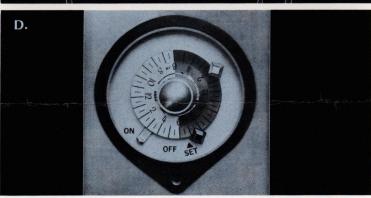
A NEW CONCEPT IN OUTDOOR LIGHTING













STARBRITE LIGHTS ARE U/L APPROVED

Absolutely safe around children, pets and plants Perfect for safety and security lighting.

- A. Each STARBRITE set is a complete system. Nothing else to buy! The large 5¾ sealed beam lamps come in rustproof, hi-impact Cycolac housings, with prismatic lenses to color and focus the light. Included are stakes for ground installation and brackets to mount the lights on fences, in the trees, or under the eaves of the house.
- **B.** Clamp the lights anywhere along the weatherproof, *no-shock* cable. Simple toggle makes even a screwdriver unnecessary. Cable can be safely left on the ground or buried without conduit.
- C. The UL approved, weatherproof transformer converts standard household current to a low, child-proof 12 volts. Safe around children and pets. (Absolutely shock-proof. You can even hold the bare wires without a tingle!) And now...highest capacity transformer handles *more* lights than any other system.
- **D.** First with STARBRITE, a UL approved automatic timer to turn lights on and off automatically, even when you are not at home. Set it...forget it. Available with set or add later.

THE FINEST!

Quality! Performance! Price!—these are the important points that cause your customers to buy. Why should you settle for any product but the best? When you feature STARBRITE you sell the finest low voltage outdoor lights available anywhere!

Starbrite quality is your guarantee of customer satisfaction.

IMPORTANT STARBRITE FEATURES

LARGE SEALED BEAM LIGHTS

Only Starbrite has big 5¾" diameter sealed beam lights for full 12-volt illumination! [Some systems still use small maplights or small "signal" type sealed beams].

WEATHERPROOF 12-GAUGE CABLE

Although smaller 14-gauge wire is sometimes used in similar systems, Starbrite has heavy-duty 12-gauge no-shock cable! It can be left on the ground—no conduits required.

AUTOMATIC 24-HOUR TIMER

This weatherproof timer turns lights on and off at a pre-set time—any time. Some systems rely on sunlight and darkness but the Starbrite timer gives your customer complete control over their outdoor lights!

CIRCUIT BREAKER

A reset button on the Starbrite heavy-duty transformer is connected with a modern built-in circuit breaker to provide the most convenient, safe method of handling an overload. (Some systems may still use old-fashioned fuses.)

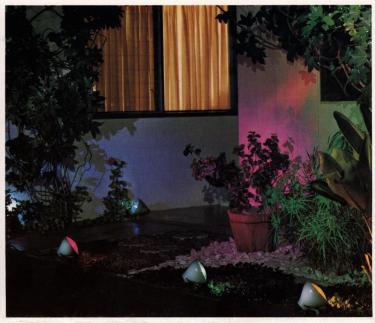
EASIEST "HOOK-ON" SYSTEM

Starbrite has the easiest cable hook-on for lights! Although other systems may require use of screwdriver and loosening of wires, no tools are needed with Starbrite...a flip of the toggle makes the connection!

STARBRITE SETS AND ACCESSORIES

	STANDRITE SETS AND ACCESSORIES	
ΓΕΜ No.		SUGGESTED RETAIL
547	THREE LIGHT SET WITH ON AND OFF SWITCH. High capacity standard transformer, 50 feet of weatherproof no-shock cable, three 5¾ sealed beam lights with color lenses [amber, green, clear].	\$54.95
550	SIX LIGHT SET WITH ON AND OFF SWITCH. High capacity standard transformer, 100 feet of weatherproof no-shock cable, six 5¾" sealed beam lights with color lenses [amber (2), green, pink, clear, blue].	\$79.95
551	SIX LIGHT SET WITH 24 HOUR AUTOMATIC TIMER. High capacity no-shock cable, six 5% sealed beam lights and color lenses [amber (2), green, pink, clear, blue].	\$89.95
550-171	MUSHROOM Pathway Light [complete] with 5 feet of cable and attached "tee" cross connector.	\$14.95
547-40	TRANSFORMER. High capacity standard with on-off switch, 50 feet of weatherproof no-shock cable.	\$33.95
550-40	TRANSFORMER. High capacity standard with on-off switch, 100 feet of weatherproof no-shock cable.	\$43.95
551-51	TRANSFORMER, WITH 24 HOUR AUTOMATIC TIMER. High capacity, 100 feet of weatherproof no-shock cable.	\$59.95
550-100	TEE CONNECTOR. Let's you change cable direction or attach additional cable at any location.	\$1.00
550-125	CABLE, 12 GAUGE. 50 feet all-weather, no-shock cable.	\$9.50
550-21	CABLE, 12 GAUGE. 100 feet all-weather, no-shock cable.	\$17.95
550-25	LAMP. Sealed beam [12 volt, PAR 46].	\$2.80
550-071 to 550-076	LENS. Colored prismatic, Kit [6 lenses per pack]. [Specify color or assorted]. Amber, green, blue, pink, clear.	\$.75
550-201 to 550-206	LAMP HOUSING COMPLETE. With lamp, stake, bracket, lens and hardware. Specify color of lens.	\$6.95







NOW...outdoor lighting everyone can afford!





