

LET US HELP YOU!

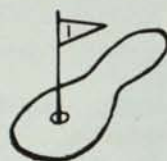
Lakeshore

Equipment & Supply Co.

Bill Schumacher
Crystal Lake, IL
815/455-2284

Office
Elyria, Ohio
216/323-7544

Ross Smith
Villa Park, IL
312/620-0989



PENNCROSS

BENT SOD

TORONTO C-15

BENT SOD OR STOLONS

- ★ Pure To Strain
- ★ Maintained at 1/4" mowing height with "Greens King"
- ★ Grown on Sandy Loam Soil
- ★ Toronto C-15 Strain resistant to leafspot.

— BLUEGRASS SOD —

- Adelphi
- Merion
- XL-100 Blend
- KY-33 Blend



H & E Sod Nursery, Inc.

3900 West 167th Street
Markham, Illinois 60426

312 798-2210

PRICE LEVEL CHANGES

	* W.P.I.	** C.P.I.
1965	96.6	94.5
1966	99.8	97.2
1967	100.0	100.0
1968	102.5	104.2
1969	106.5	109.8
1970	110.4	116.3
1971	113.9	121.3
1972	119.1	125.3
1973	134.7	133.1
1974	160.1	147.7
1975 (Aug.)	176.6	162.8

*Wholesale Prices: UP 83%
**Consumer Prices: UP 72%

Bob Seibert, Supt.
Naperville C.C.

"Facts are Stubborn Things" and Often Startling, Too-

**IT'S GREAT TO KNOW
THE FOLLY OF PRICE CUTTING**

On The Basis of 25% Profit, A Cut of:

5% Requires	18% More \$ Volume and Handling	25% More Merchandise.
8% Requires	35% More \$ Volume and Handling	47% More Merchandise.
10% Requires	50% More \$ Volume and Handling	62% More Merchandise.
12% Requires	69% More \$ Volume and Handling	92% More Merchandise.
15% Requires	112% More \$ Volume and Handling	150% More Merchandise.
20% Requires	300% More \$ Volume and Handling	400% More Merchandise.

In other words, if you cut price 15% on \$100.00 sale, it is necessary to sell \$212.00 in volume and you must handle two and one-half times as much merchandise before you can make a profit of \$25.00 to which the original \$100.00 sale entitles you.

A LEADER IS . . .

A leader is best
When people barely know he exists.
Not so good
When people obey and acclaim him.
Worse when they despise him.
But of a good leader
Who talks little
When his work is done
His aim fulfilled
They will say
"We did it ourselves."

Lao-Tse
(c. 565 B.C.)

- All Major Turf Supplies
- Par-Ex
- Bean Sprayers
- DuPont
- Chipco
- Vertagreen
- Daconil - Dacthal

Quality — Value — Service

PAARLBERG CHEMICALS

172nd & Paxton, So. Holland, Ill.
GR 4-3086 747-0630