

Schroeder's Nursery, Inc.



TREES - EVERGREENS - SHRUBS

Specializing in large Caliper shade trees and Ornamentals.
We also offer complete installation service.

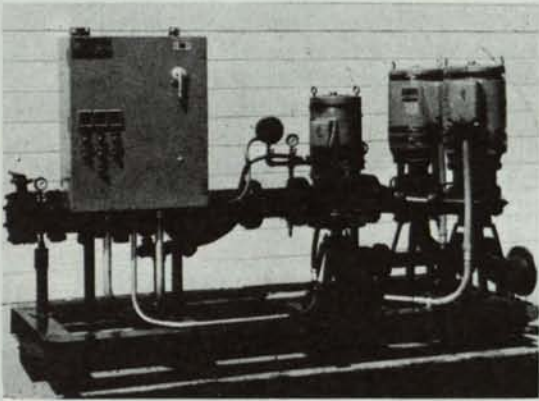
TELEPHONE: (312) 546-9444

Arthur E. Schroeder
Richard A. Schroeder
Don Virgens

GRAYSLAKE, ILL.
Rt. 1 - Box 34-W

Nursery on Rt. 60 between Rtes. 12 (Volo) and 83 (Ivanhoe)

SISCO PRE-FABRICATED PUMPING PLANT



The two main pumps are Cornell 40 h.p. or 50 h.p. units. Total unit capacities range from 750 to 1200 GPM at pressures of 100 p.s.i. to 118 p.s.i. Other ranges available.

Available with either a Cornell 10 h.p. jockey pump (pictured) or a 750 GPM equivalent Well-X-Trol tank.

Standard equipment includes mercoird "Start - Stop" switches, suction and discharge piping, non-slam check valves, "Y" type strainer and a combination pressure regulating and check valve with flow switches and discharge gate valve.

A pre-wired electrical panel (480V, three-phase) includes pump hour meters and a manual operator to alternate the lead pump.

Consult your SISCO representative for more specific information and prices.

SPRINKLER IRRIGATION
1738 Armitage Court
Addison, Ill. 60101
312 - 629-7730

GCSAA CONFERENCE AND SHOW Minneapolis - Feb. 8-13, 1976

Information & Registration Brochures
Now Available Upon Request

Contact: GCSAA, 1617 St. Andrews Dr., Lawrence, KS 66044

From one pro to another



As a professional in turf management, you know more about your course and grounds than anyone else. And you are constantly looking for ways to improve them, physically and aesthetically.

As professionals in turf care products, the people at USS Agri-Chemicals know fertilizers and chemicals. Like you, we are constantly striving to improve our products. And we have.

By working together as professionals, we can develop a turf program for *you* that is second to none.

WRITE FOR COMPLETE SPECIFICATION SHEETS

USS Vertagreen — The complete line

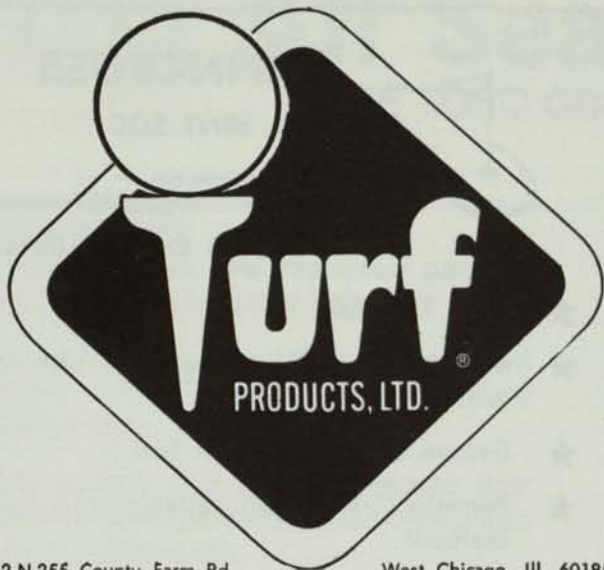
- Six improved fertilizer products.
- All with guaranteed amounts of calcium, magnesium, sulfur, zinc, manganese, boron, copper and chelated iron.
- Only water-soluble sulfate of potash used.
- Much of the nitrogen content derived from slow-release Urea-Formaldehyde.
- A complete selection of the nation's leading herbicides, fungicides, insecticides and nematicides.



Agri-Chemicals

Division of United States Steel

P.O. Box 1685, Atlanta, Ga. 30301



2 N 255 County Farm Rd. West Chicago, Ill. 60185
Phone 668-5537

It looks like everyone is having fun at the M.A.G.C.S. Annual Dinner and Dance.



WHAT OUR WORLD COULD BE

If we noticed little pleasures,
As we notice little pains,
If we quite forgot our losses
And remember all our gains
If we looked for people's virtues
And their faults refused to see,
What a happy, cheerful place
This world would be!

LET US HELP YOU!

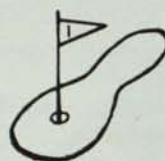
Lakeshore

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

The All Season Machine!

THE TORO GROUNDMASTER 72

1 PRIME MOVER

Up front operator and implement position gives clear unobstructed visibility.

Hydrostatic drive provides infinite speed control, instant forward/reverse, low maintenance.

Water-cooled, 19.8 hp, Continental four cylinder engine delivers extra power, long life, quiet operation.

2 CUTTING UNIT

High capacity, free-floating deck is offset to right for cutting under overhangs. Mows big, handles small: mows up to 20 acres a day, yet trims close.

3 LEAF MULCHER

Heavy-gauge steel unit mounts under cutter deck so blades can vacuum up and pulverize leaves in fall, spring.

4 V-PLOW FOR SNOW

Rugged 48 inch V-plow has front skid and reversible/replaceable scraper blades for low cost sidewalk snow removal.



CONVENTION 1976

We will have a hospitality night Tuesday, February 10th at the Marquette Motor Inn. Please stop in and say Hello.

5 SNOWTHROWER

Two-stage 48-inch snowthrower with drift-breaker auger clears snow from sidewalks in a hurry. Oversized second stage prevents clogging, electric chute rotator puts snow where you want it.



6 ROTARY BROOM

Tough 60-inch rotary broom sweeps parking areas, paths and walkways, saves hand labor.

7 ROPS: CAB WITH ROPS

Certified roll over protection system (ROPS) for greater operator safety conforms to OSHA regulations, includes seat belts for greater security.

Cab with ROPS

Completely enclosed cab protects operator from weather. Includes ROPS.

TORO

TORO DISTRIBUTING
Chicago
731 District Drive
Itasca, Illinois 60143
773-2110