

SAMPLE SHEET 1

MFR.	COMPANY "X"				PARKER				MARCO			
DESC.	S.S. 100% COTTON				S.S. LISLE COTTON				STYLE # 1990 S. S. BANLON			
COLOR	SOLID COLOR				STRIPE				SOLID COLOR			
	C	R	%		C	R	%		C	R	%	
	5.25	8.95	41		5.00	8.50	41		5.00	9.50	47	
1966	date	rec'd	sold	o/h	date	rec'd	sold	o/h	date	rec'd	sold	o/h
M	5/1	26			5/5	48			5/6	38		
A	5/20	15							5/10	10		
Y	5/26	12										
J	6/1	INV	31	22	6/1	INV	20	28	6/1	INV	8	40
U	6/8	20		\$11.50	6/10	24		\$140.-	6/10	8		\$200.-
N	6/22	20			6/25	10						
E												
J	7/1	INV	44	18	7/1	INV	42	20	7/1	INV	33	15
U	7/5	22		\$94.50				\$100.-				\$75.-
L	7/25	SALE 20%	26	(14)	7/25	SALE 20%	5	(15)				
Y	8/1	INV	12	2	8/1	INV	10	5	8/1	INV	15	-0-
A				\$10.50				\$25.-				
U												
G.												
	9/1	INV		-0-	9/1	INV		-0-				

SAMPLE SHEET 2

	1966	MAY	JUNE	JULY	AUGUST
1	BALLS	2056.-	2266	2496	1995
2a	WOODS	1240.-	1372	1512	1305
2b	IRONS	2120.-	2337	2571	2061
2c	UTILITY	980.-	1090	1208	966
3	GOLF BAGS	1490.-	1630	1807	1401
4	SHOES	1640.-	1812	2004	1588
5	MENS WEAR	3410.-	3740	4108	3370
6	LADIES WEAR	2220.-	2430	2668	2284
7	ACCESSORIES	1550.-	1711	1891	1607
	TOTAL	16,706.-	18,388	20,265	16,577

able for a large operation like a department store, we found that perpetual inventory is much too time consuming for use in a pro shop, and therefore costly. We feel that this much detail is not really needed.

We even tried a modification of the perpetual system. We set up our inventory sheets as we do at present with a monthly inventory check. However, we did some additional sales analysis. At the end of each day, we would take our cash and charge sales and break them down into categories—golf ball, golf clubs,

etc. In this way, we were able to calculate the dollar volume of sales in each category. Again, we found even this method far too time consuming and we gave it up for our present system.

Frankly, we consider that the time taken to analyze sales in the perpetual inventory or the modified system discussed above is just not worth the time and trouble. A pro shop is essentially a small business. With our type of system, plus a careful scrutiny of daily sales, we feel that the professional should be able to oversee his business adequately. •



50 lb.
BAG
EASIER
TO
HANDLE

for

TOUGHER TURF fertilize with

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The NATURAL ORGANIC FERTILIZER

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Long lasting Milorganite provides soil with everything necessary for strong, vigorous grass growth. It promotes a healthy root system that resists drought, insect pests and disease. Milorganite is easy to apply, too: It's dust free, free flowing, and does not cake or deteriorate in storage. Use Spring, Summer and Fall.

If you have a Turf Problem, consult
Turf Service Bureau

THE SEWERAGE COMMISSION

MILWAUKEE 1, WISCONSIN

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The NATURAL ORGANIC FERTILIZER

For more information circle number 143 on card

Greatest of turf shows ever!

Everything—but everything—was scheduled to be updated for the Golf Course Superintendents Association of America in the midway days of this brief month as the organization held its 37th annual International Turf-grass Conference.

Kansas City's historic Muehlebach Hotel and the Municipal Auditorium of the Missouri metropolis were where the action was as the visitors faced six days of relaxation, including four days of educational talks.

Almost 40 speakers were listed to take part in the educational program, details of which follow:

Monday, February 14

Morning Session

Theme: Heart of America.

Chairman: Ben J. Chlevin, executive director, GCSAA.

Invocation: Rev. Allen Johnson, pastor, St. Patrick's Catholic Church, Kansas City.

Official welcome: Honorable Ilus W. Davis, Mayor of Kansas City.

Response to welcome and official opening of conference: L. R. Shields, president, GCSAA.

Keep Your Heart in Your Work: Victor Oakley, management consultant, appearing through the courtesy of GOLFDOM.

Afternoon Session

Theme: All in A Day's Work.

Chairman: Herman D. Siler, superintendent, Shady Acres G. C., Missouri.

Selling a Good Golf Course Program: Dr. Eliot C. Roberts, Department of Horticulture, Iowa State University.

Keeping the Golf Course in Play (Proper handling of employes, job relations, etc.): Norman E. Westfall, superintendent, Wakonda Club, Iowa.

Working Together (How a superintendent and his assistant can work more closely to keep the golf course in good condition): Maurice C. Cameron, superintendent, Elmwood C. C., N. Y.

Life Begins at Forty (GCSAA, organized 1926, is 40 years of age): Paul Weiss Sr., superintendent, Lehigh C.C., Allentown, Pa., and past president GCSAA.

Continued on page 94



In a word: class.

ARNOLD PALMER is an amiable man, but he has firm ideas about equipment.

Several years ago he decided to have his own clubs manufactured in his own way. And golfers ever since have been asking their pros: "What makes them so special?"

There's a long answer and a short one. The long answer is: "Everything."

Take the matching of sets. It's so exact that all nine different clubs *feel* identical in your hands.

The engineering of heads and shafts is special, too. It's calculated to give

each club a flight pattern as predictable as that of a guided missile.

And there are dozens of little perfections you might not even notice. Like the subtle beefing up of the *top* of the blade, where most clubs are thin. Or the studied simplicity of the back design. Even the depth and luster of the chrome work is deliberate; it may not influence the ball any, but it makes *you* feel good.

Arnie's whole idea is to place in your hands a set of tools so mechanically flawless you can forget about everything except your form. "After an

hour," wrote one golfer, "the clubs began to feel like a part of my own arm."

What about the short answer? It's in one word: class.

If you have a touch of it, nobody needs to explain it to you. You'll just go to your pro shop some sunny morning, and you'll fondle these 1966 beauties, and a bell will ring in your head, and you'll do what comes naturally.

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Chattanooga, Tennessee

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MANUFACTURED AND DISTRIBUTED IN CANADA BY CAMPBELL

Arnie's own.



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Tuesday, February 15**Morning Session**

Theme: Bringing It Up-to-Date.

Chairman: Robert V. Mitchell, Superintendent, Sunset C.C., St. Louis, Mo.

Good Architecture Blended With Good Construction: Charles Maddox Jr., Maddox Construction Co., Batavia, Ill.

Do's and Don'ts of Construction at Established Courses: Robert F. Moote, superintendent, Oakdale G. & C.C., Downsview, Ont., Canada.

Casual Water (Drainage of large areas and trouble spots): Ted W. Woehrle, superintendent, Beverly C.C., Chicago.

This Garden England (Film presented through courtesy of International Minerals & Chemical Corp.)

Afternoon Session

Theme: Save Those Trees.

Chairman: Michael J. O'Grady, superintendent, C.C. of New Bedford, Mass.

Tree Diseases: Dr. Dale Norris Jr., University of Wisconsin.

General Tree Care: Dr. Leon C. Snyder, University of Minnesota.

Tree-Turf Relationship, a talk by Dr. Ray A. Keen, Kansas State University.

Exhibit Hall Opening: **The Greatest Show on Turf.** Ribbon cutting ceremony. Officiating: James W. Brandt, director, GCSAA, and superintendent, Danville C.C., Danville, Ill., and Stan A. Frederiksen, manager, distributor products, Mallinckrodt Chemical Works, St. Louis, Mo. (Co-chairmen, GCSAA Industrial Relations Committee).

Thursday, February 17**Morning Session**

Theme: Irrigation System Interest.

Chairman: Clifford A. Wagoner, superintendent, Del Rio G. & C.C., Calif.

Water Importance: Dr. John H. Madison Jr., University of California.

Water Priorities for Golf Courses Drying Extended Water Shortages: Sherwood A. Moore, superintendent, Winged Foot G.C., Mamaroneck, N.Y., and a past president, GCSAA.

Continued on page 96



**WET
or
DRY**

MODEL 720

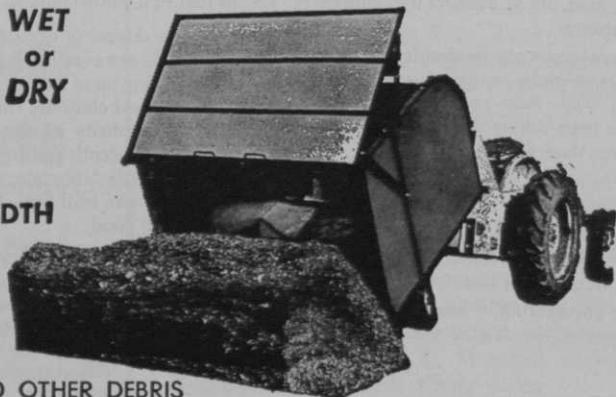
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Please send me a free sample of your spikeproof carpet. No obligation, of course.

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Club _____

Address _____

City, State _____

For more information circle number 146 on card

Irrigation, Yesterday, Today and Tomorrow: Ed Shoemaker, Rainy Sprinkler Sales, Peoria, Ill.

Friction Loss and Velocity: Elmer N. Reynolds, Rain-O-Mat Sprinklers, Inc.

Converting to an Automatic Watering System: Herman R. Johnson, superintendent, Quail Creek G. & C.C. Oklahoma.

Afternoon Session

Theme: The Blade of Grass.

Chairman: Donald D. Parcel, superintendent, Twin Hills G. & C.C., Oklahoma City, Okla.

Turfgrass Wilt: Dr. Paul E. Rieke, Department of Soil Science, Michigan State University.

The Crabgrass Problem: Dr. J. L. Fults, head of Department of Botany & Plant Pathology Colorado State U.

Influence of Light and Temperature on Turf (Both warm and cool season grasses): R. E. Schmidt, Department of Agronomy, Virginia Polytechnic Institute.

Mulching Stolons and Seeds: Alex-

ander M. Radko, director, Eastern Office, USGA Green Section, N. J.

Friday, February 18

Morning Session

Theme: Last But Not Least.

Chairman: Sheldon R. Betterly, superintendent, Chantilly National G. & C.C., Centreville, Va.

Minerals in Irrigation Waters Cause Turf Problems: Arch Smith, president, Green-a-Matic Corp., division of Smith Equipment & Supply Co., Chicago, Ill.

Fungus and Fungicides: Dr. William Klomprens, the Upjohn Co., Mich.

Minor Element Deficiency: Roger A. Larson, superintendent, Shyglass Hill C.C., Pebble Beach, Calif.

Fertilizing (Speaker reaching Bent, Bermuda Bluegrass, areas): Dr. J. C. Harper 11, Pennsylvania State U.

Saving Your Club Money: Keith Nisbet, superintendent, Westview G.C., Vandoff, Ont., Canada.

Words of Wisdom and Conference Summation: Dr. Fred V. Grau, consulting agronomist, University of Maryland.

Conference closes. •

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Don't rely on the whims of weather. Ask Miller to give you "rain on cue" by installing an automatic sprinkling system. Often, an automatic sprinkling system will pay for itself in labor cost alone. If your course is already irrigated, Miller can economically convert your present system to one that is fully automatic. Remember, peace of mind is a built-in advantage of Miller sprinkling systems... so don't be irritated... get irrigated.


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Golf Shows—win or place?

Manufacturers of playing, maintenance equipment weigh results, rate New England PGA highly.

Manufacturers of golf playing and maintenance equipment and pros and golf course superintendents with sound general business knowledge have been looking over the many PGA and GCSAA sectional "shows" and appraising these affairs as selling operations on the basis of profit or loss.

If the sectional shows are profitable to the manufacturers and warrant assigning salesmen and other staff men to the displays and demonstrations, then they've got a place in golf business. If they're not definitely profitable (and interfere with other profitable sales operations) they simply add to the selling price of the merchandise and, in the long run, the club department heads pay their share of that useless cost.

In the case of golf club manufacturers, financing and production schedules determine the timing of the most effective displays of the new lines. The hard realism of club selling is that the market's most influential and largest-buying

pros place their orders in the fall and set the pattern that the pros who buy less will follow. If it were not for that practice by the big-buying pros, the pro business would lose one important aspect of its attractiveness to the manufacturers.

The successful businessmen—pros know this and fit the knowledge into the program arrangements for the PGA winter merchandise show at the PGA National course, which is mainly an apparel and accessory presentation with the fundamental equipment playing a minor part. In this way conflict between the PGA Show at Palm Beach Gardens, Fla., headquarters and the sectional shows is, to an extent, minimized.

The GCSAA annual show, which holds an "Educational Conference" to encourage attendance, has been a major factor in the financing of the organization since the late Fred Burkhardt, a GCSAA founder, visualized what could be done by an equipment show in developing the association's income. The show has

Continued on page 100

How your visit to the Du Pont Exhibit at the 1966 Turf-Grass Show pays off in healthy, vigorous turf

Visiting Booth 314 in Kansas City—and then putting into practice what you learn there—will result in better turf. You have your questions about turf maintenance answered...find out about the latest product developments...add to the store of practical knowledge you can apply this year.

The dependable Du Pont chemicals listed below spell healthy, vigorous turf...and also give you end-cost results of big savings in time, labor and money. After you've found out about them at Booth 314...remember to use them to your advantage throughout the year.

TUPERSAN® siduron weed killer—
New pre-emergence crabgrass control that
permits seeding and treating the same day.

URAMITE® ureaform fertilizer—
Granular or sprayable gradual release
nitrogen to feed turf as needed.

RESEARCH—Where there's a
never-ending search for Better Things
for Better Living...*through Chemistry.*

FUNGICIDES—Tersan® 75 thiram fungicide;
Tersan® OM turf fungicide; Semesan® turf fungicide;
Parzate® C zineb fungicide.

For full information on time-tested Du Pont Turf Products, consult your
golf course supplier...your service agency.

With any chemical, follow labeling instructions and warnings carefully.



Better Things for Better Living...*through Chemistry*
For more information circle number 150 on card

become a useful shopping center with the sectional GCSAA affairs serving as demonstration areas at which park officials, course owners and club officials get a close-up of what their superintendents want them to buy.

The superintendents and pros have used good judgment in keeping their shows free from the implication or application of pressure selling of space used by promoters who make golf tournament program advertising an operation practically on the ethical level of a Cosa Nostra campaign.

Golf playing equipment makers usually regard the PGA New England Section show as the one that pays off. In recent years, with more and more sectional shows competing, the New England show, under the direction of the section's president John E. Boda, Sr. (pro at Andover, Mass., CC), continues to improve.

Boda tells about the annual operation: "Our New England Show has been

continuous for 32 years and I'm sure today it is better than ever. I have always put a great deal of time and effort into this project. The choice of exhibitors is very important. I mean, select merchandisers who do business only through pro shops and with good business reputation.

"In allotting spaces, I try to use common sense by separating dealers of the same type of merchandise so that the professionals may feel at liberty to buy the merchandise from the exhibitor of his choice without causing any embarrassment to either party.

"The Hotel Statler Hilton has been most cooperative and has made it possible to allow the exhibitors to set up in the afternoon and evening previous to the day of the show at no extra cost. This is most important as you may well know the traffic problem is serious on Monday mornings.

"We try to inform our exhibitors of storage warehouses for their shipments and make sure that elevator service and bell hops are available for the exhibitors.

Continued on page 102

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ONE PRODUCT does the work of four or more strokes of golf course maintenance work. F-O-U-R!

Cascade Soil-Aid is a precomposted, finely-ground and nitrogen-processed forest bark. It has FOUR inherent advantages over most soil conditioners. (1) It's ready to apply—no preparation! This cuts your application costs. (2) Nitrogen processing and composting means that it will not draw out existing supplies of nitrogen, as most inert conditioners do. (3) Bark texture insulates against both extremes in temperature and even acts as a cushion in heavy traffic areas. (4) Porous qualities absorb and hold moisture up around thirsty roots, thus saving water.

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