

## REMEMBER ME?

"I'm the fellow who goes into a restaurant, sits down and patiently waits while the waitresses finish their visiting before taking my order.

"I'm the fellow who goes into a department store and stands quietly while the clerks finish their little chit-chat.

"I'm the fellow who drives into a service station and never blows his horn, but lets the attendant take his time.

"You might say I'm the good guy, but do you know who else I am?

"I'm the fellow who never comes back.

"It amuses me to see business spending so much money every year to get me back ... when I was there in the first place.

"And all they needed to do was give me some service, and extend a little courtesy."



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## HOW TO KILL IDEAS!

It can't be done.  
We tried that before.  
It costs too much.  
That's beyond our responsibility.  
We don't have time.  
Too radical a change.  
Let nature take its course.  
We're not ready for it.  
Let's appoint a committee to look into it.  
We'd be a laughing stock.  
It isn't in the budget.  
It'll make equipment obsolete.  
We're too small for it.  
That's not our problem.  
Why change—it's working OK.  
We've never done that before.  
Anyone else try it?  
Won't work in our business.  
We're doing the best we can.  
Doesn't apply to us.  
We're doing OK without it.  
If it was good we'd already be doing it!

John S. Swift Co.

## BROOKSIDE SOIL TESTING and IRRIGATION WATER ANALYSIS

includes complete report, and recommendations for producing quality turf on golf courses.

### ADVANTAGES:

- Improve the environment of the grasses and eliminate turf diseases
- Decrease the money spent on pesticides
- Reduce thatch and eliminate fairway renovation
- Less money needed for high cost fertilizer
- Healthy turf attracts more golfers and increases income

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### Representing:

- MITTS & MERRILL — Brush and Limb Chipper
- AQUASHADE INC. — Pond Beautifier
- COURSIGNS INC. — Golf Course Signs -  
Trap Rakes - Litter  
Receptacles
- CARRON NET CO. INC. — Tennis Nets -  
Wind Screens  
- Dividers -  
Straps &  
Tapes
- POLLARD BROS. — Work Benches -  
Cabinets, Barrell  
Stands
- LOFT-KELLOGG — Grass Seeds
- GRASS-CEL — Paving Blocks