

THE PROOF OF A GOLFER

The proof of the pudding is the eating they say,
 But the proof of a golfer is not
 The number of strokes he takes in a day
 Or the skill he puts into a shot.
 There is more to the game than the score which you
 make
 Here's a truth which all golfers endorse:
 You don't prove your worth by the shots which you
 make;
 But the care which you take of the course.
 A golfer is more than a ball-driving brute
 He is more than a mug-hunting czar.
 To be known as a golfer, you don't have to shoot,
 The course of your home club in par.
 But you do have to love every blade of the grass,
 Every inch of the fairway and greens.
 If you don't take care of the course as you pass;
 You're not what "a good golfer" means.
 Just watch a good golfer some day when you're out,
 And note what he does as he plays,
 He never goes out leaving divots about,
 'Till the grass is put back, there he stays.
 Observe him in traps as he stands for his shot,
 Then note when the ball has been played,
 He never unthinkingly turns from the spot,
 'Till he's covered the footprints he made.
 You may brag of your scores and may boast of your
 skill,
 You may think as a golfer you're good;
 But if footprints you make, in traps you don't fill,
 You don't love the game as you should.
 For your attitude unto the sport you enjoy.
 Isn't proven by brilliance or force;
 The proof of a golfer—now get this my boy,
 Is the care that you take of the course.

Edgar Guest

NATIONAL CHEMSEARCH CORP.

222 South Central Ave.
 St. Louis, Missouri 63105

GEORGE A. DAVIS CO. APPOINTED NEW SNAPPER DISTRIBUTORSHIP

On November 29th, 1979, the George A. Davis Co. hosted a Snapper dealer meeting at their place of business in their 2nd floor meeting and display rooms. The meeting was to introduce the Davis Company as the Snapper distributor for the Northern Illinois and Indiana territory to the servicing dealers of Snapper Mowers, Tractors and Tillers. 175 dealers and wives attended.

Cocktails, and a catered dinner was served prior to the meeting. Entertainment with music and two models, one a Honey Bear were part of the evening's festivities.

Don Weakley, Vice President, Norm Seibert, National Sales Manager, and Bob Jamrozy, National Advt. Mngr. from the Snapper Company were in attendance as part of the evening get acquainted program. It was announced at the meeting that only servicing dealers would be sold the Snapper line of products and no private label products for mass or chain merchandisers would ever be made or sold to them.

The Brittany Advertising Company of Chicago outlined the \$300,000 TV and Radio advertising schedule the Davis Company has arranged for 1980 and their other supportive programs for the stocking Snapper dealer organization.

Mr. Peter Fink, President of the George A. Davis Co. arranged conducted tours of the refurbished warehouse and parts department conducted by the George A. Davis warehouse and parts and sales personnel.

As a close to the evening all the attending Snapper dealer managers or owners had a \$100.00 check presented to them by President, Peter Fink thanking them for their interest in the quality Snapper mowers, tractors and tillers and their support and confidence of the George A. Davis Co. as the territory distributor.

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