



DUKE EQUIPMENT & IRRIGATION, INC.

The name of Brady-Holmes Co., Sacramento, California, full-line distributor for the TORO CO. in central California and western Nevada, has been changed to Duke Equipment & Irrigation, Inc.

The distributorship was purchased last November by E. S. (DUKE) NEWTON, TORO'S former director of marketing for turf products.

The company will continue business at the same address (2344 Auburn Blvd) in Sacramento with few changes in personnel.

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HAVE YOU SMILED LATELY??? by Jack Baker, H. V. Carter Co.

Most of us, I'm sure have not had the opportunity to attend a "charm school" but then again most of us could gain something from that exposure. Someone who is considered "charming" is pleasant, cordial, nice to be around, agreeable and generally looks happy. When you are happy it's easy to smile and we'll all agree, more smiles are what we need in these days of national and international problems and disputes, arbitration, inflation and all those other unpleasant things.

There's an old saying: "kill them with kindness" - and could you just imagine conducting a battle campaign with all the men in the front lines on both sides, smiling at each other? Festering problems bring on high blood pressure, heart attacks, nervous breakdowns, strokes and all kinds of miseries. If we could just gear ourselves to looking on the bright side for a change and be thankful for all the pluses, like what a great country we live in, how fortunate we are to have and enjoy all the freedoms not allowed in other lands, then break into a big happy smile, we could watch these difficulties diminish by comparison.

Smiling should begin at home, of course, then follow you right to your job and throughout the day and evening. Incidentally it might help induce a good night's sleep also and each succeeding day would be more pleasant to look for. It's something that takes very little practice or exercise - start by smiling at yourself in the mirror and then repeat

HAVE YOU SMILED LATELY?? - continued

several times until it becomes natural. Whoever you meet will be impressed and happier for having met with you.

H. V. CARTER CO. Inc. has scheduled the following dates for their turf equipment field days. Plan to attend the one in your area.

- Sept 12 - Reno Idlewild Park on Idlewild Dr
- 13 - Chico Sycamore Field in Bidwell Park
- 14 - Lodi Micke Grove Park - Armstrong Road
- 15 - Concord Willow Pass Park (North of Farm Bureau Rd)
- 19 - Bakersfield Beach Park - 24th & Oak Streets
- 20 - Fresno Roeding Park (Hwy 99 Olive Ave. Exit
- 21 - San Mateo Beresford Park - 28th Ave & De Las Pulgas
- 22 - Santa Rosa El Rancho Tropicana, 2200 Santa Rosa Ave

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OUR SYMPATHY TO THE FAMILY OF CHARLES V. METZGER who was a Class A Life Member of GCSANC retiring in 1972 from San Jose CC. He had been a member since 1950. George Santana reported he passed away on July 3rd.

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SHARING IDEAS AND INFORMATION - by Stan

I feel that we have all been somewhat selfish in that we are not sharing our ideas and information with all our fellow superintendents via the newsletter. If I may I will quote from our constitution and by laws. "OBJECT: The purpose of this Association shall be to unite the golf course superintendents of Northern California into a cooperative group for the collection, preservation and dissemination of scientific and practical knowledge, thereby effecting a more efficient and economical maintenance of golf courses and improving and enhancing the prestige and efficiency of its members."

I for one, understand why we haven't been writing about our experiences on the course. We are golf course superintendents NOT writers. We all should understand this and not expect the articles to look polished and professional.

Since coming to Claremont, five years ago the club has undergone many changes including a new irrigation system, a new shop and many maintenance procedure changes and every time I thought about writing an article I backed down because I thought it would not look right or come across right. But my fears are subsiding. I have come to understand that we are not writers and I hope you will also come to that conclusion.