



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