

replaces outgoing president F. Lewis Dinsmore.

Hyland R. Johns of Asplundh Tree Expert Co., Willow Grove, Pa., was elected vice-president.

Almost 900 persons attended the conference held at the Marriott Motor Hotel in Atlanta. The program consisted of exhibits, educational sessions and equipment demonstrations.

Some topics discussed in

educational sessions and panel discussions were a review of major tree diseases, trees in the landscape, new tree selection and business management.

The conference commemorated its 50th anniversary.

### Superintendent Committee

The first meeting of the recently formed educational advisory committee of the Golf Course Superin-

tendents Association of America was held late last month at association headquarters in Lawrence, Kan.

Executive Director Conrad L. Scheetz said the committee is made up of leading educators from universities all over the country, and was formed to review the association's education program.

Scheetz said the committee will meet twice a year to review and update the education programs already being used by the association.



# the super-natural organic fertilizer!

What do we add to Milorganite?  
Nothing!  
Everything's already there — naturally!



SINCE 1926

THE SEWERAGE COMMISSION P. O. BOX 2079 • MILWAUKEE, WISCONSIN 53201

For More Details Circle (120) on Reply Card

### Irrigation Warranties to be Discussed

When does the warranty begin on a golf course irrigation system? Is it the date the system is sold by the manufacturer, or when it is finally installed and the water turned on?

Up to now, there has been a vague understanding among manufacturers, distributors, contractors and golf course owners. Many manufacturers say the warranty lasts one year and begins on the date of sale. Many owners say it sometimes takes longer than a year to get the system installed, and in this case the warranty is useless.

The Golf Course Builders Association, based in Washington, D.C., has formed a committee to study this situation and set up a meeting with major manufacturers to set a specific time limit on the warranty and decide when, exactly it begins. The association will meet Oct. 22-23 in Denver, and this will be one of the topics on the agenda.

James Kirchdorfer, president of Kirchdorfer Irrigation Co., Louisville, Ky., will be involved in setting up this meeting.

"If the course is ready for the system, it can take maybe 90 days to get it installed," Kirchdorfer said, and he is both a contractor and a distributor, so he confronts any problems from two angles.

"If the course is under construction, then the installation might be done in stages, and this can take up to a few years of time," he said. "As things drag out in a situation like this, the contractor is evasive with what kind of warranty he can offer the owner, because the manufacturer is evasive with him."

Kirchdorfer said some contractors are gearing down their installations because of the problem with

the warranties, and the cost of the systems, which can run anywhere from \$200,000 to \$250,000.

"The industry is loose and unorganized, and until we get specific dates on the warranty, the owner is paying for any delays," he said. "What we have to do is procedurize so that each sector in the process pays their fair share of the cost.

"Also, the idea behind this whole thing is not to have a better warranty, but to have a better product in the first place, so we don't have to worry about a warranty. The manufacturers simply should be able to make sprinklers, valves and controllers that work."

Manufacturers say they will be happy to meet with the golf course builders, but they really don't see that much of a problem in the first place.

They say that although the contract on the irrigation systems says the warranty lasts one year from date of purchase, most reputable manufacturers will extend that until a year after installation if a problem that occurs is definitely based on faulty material.

But the manufacturers also say that they should not be held responsible for faulty workmanship, like the system being installed too low and not working properly because of always being covered with mud and water. And the manufacturers also don't want to be asked to replace something that broke down from normal wear three or four years later, no matter when it was installed.

### Acushnet Hikes Ball Price First Time in 18 Years

Acushnet Co., New Bedford, Mass., has increased the price of its top-line Titleist golf ball the first time since 1956.

The suggested retail price is now \$1.35 each, an eight percent increase over the previous \$1.25 cost.

"After 18 years we have been forced to increase this price," William Bommer, executive vice-president of Acushnet and general manager of the Golf Div., said. "Costs of raw materials, labor and supplies has escalated too severely and too fast to be totally overcome with new manufacturing techniques."

He said this price increase applies only to the Titleist brand name golf balls and not to other Acushnet golf products.

### Hogan Changes From Forged To Investment Cast Head

When many major golf club manufacturers went to investment casting for their club heads, AMF/Ben Hogan Co., Fort Worth, Tex., chose to stay with the forged club head.

Early last month, Hogan came out with its "Producer" club line, and it features an investment cast head. Tim Scott, Hogan marketing vice president, explained why the company decided to follow the pack with its new line.

"Our major hang-up with investment casting was that the hardness of the work would eliminate the feel of our club and how long the ball stays on the club," Scott said. "We wanted to keep the sensitive feel of our club, and now we have developed a stainless steel alloy that is soft enough to duplicate the feel of our forged head club to the player."

Scott said Hogan has developed special heat treating processes that duplicate the soft feel of its forged head club. He said another advantage of the softer alloy is that the club can be adjusted to the individual player more readily than a traditional investment cast club.

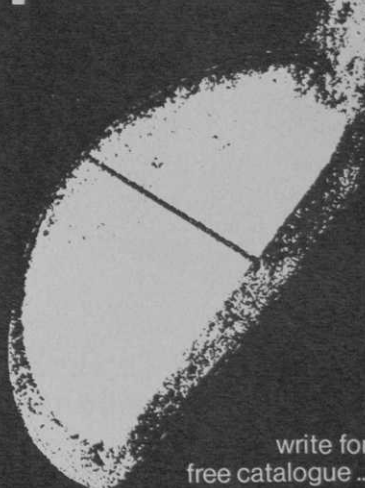
### NGF's Golf Shop Book Now in Third Edition

The third edition of "The Professional Golf Shop" is now available for purchase from the National Golf Foundation. Originally published in 1951 by Joe Graffis, the book establishes the actual role of the pro shop and its financial position in the golf course.

Completely revised, the new edition covers all phases of modern shop operation. In a forward by PGA Executive Director Mark Cox, he writes, "This is a publication that will prove invaluable to almost every professional on planning, merchandising, programming and generally administering all functions of his profession.

At a cost of \$12 per copy, the publication is available from the NGF's offices at 707 Merchandise Mart, Chicago, Ill. 60654.

## FAST EDDIE® classic putters



write for  
free catalogue ...

FAST EDDIE PUTTER, INC.  
3496 GOLFSIDE DRIVE  
YPSILANTI, MICHIGAN 48197

Circle No. 169 on Reader Service Card

### Bert Dargie Revives An Old Idea

## OIL HARDENED PERSIMMON WOODS

### A FAVORITE ON THE TOUR

custom made by  
**BERT DARGIE**  
GOLF CO., INC.

2665 Broad Ave.  
Memphis, Tenn. 38112  
901 327-1674

For More Details Circle (122) on Reply Card