As of this date, there will be no institute in 1978. Your Board of Directors is working with NCGA and U. C. Davis to develop a program starting in 1979. If any of the membership has suggestions as to what they believe should be covered, let your board know. A few minutes of your time for the betterment of the superintendent is well worthwhile.

Bob Livesev

THRU THE GREEN EDITOR

X X X X X X Robert E. Livesey, CGCS 415 N. Akers Road Space 19 Visalia, CA 93277

Deadline Date Fifteenth of Each Month

The new "CHRISTIAN GOLF BUSINESSMEN'S ASSOCIATION is having its initial meeting TUESDAY EVENING, August 30th at 7:30 p.m. at the Franklin Canyon Golf Course, Rodeo, California

All are invited to attend and share Golf and the Bible Please contact Professional Mark O'Sullivan at (415) 787-2191

for information and RSVP

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WHY ARE EQUIPMENT COSTS SO HIGH? Jack Baker, H. V. Carter Co, Oakland This is a question that comes up constantly in today's competitive market and unless one is closely associated with all the conditions it is a most difficult one to answer.

Probably the greatest influence in prices today is not necessarily the material used, but the cost to produce and manufacture it - then would follow the marketing process with promotion, advertising, increasing transportation rates, warranty programs, etc. There is nothing on the horizon that indicates a leveling off of these increasing costs regardless of what the "fortune tellers and readers of the crystal ball" might tell you.

One of the costs inflencing increasing prices that is not too often discussed, but is vital in our industry, has to do with the creation of new products and machines that will enable us to get the job done faster and with greater economy and dependability. Engineering

departments with properly experienced and educated staffs are hard to come by and put great demands on manufacturers for their services. When measured, however, by the tremenduous innovations in maintenance equipment being produced today, these departments are more than paying their way.

While not at liberty to go into details, we can assure you there are machines on the planning table and some already in test that would challenge the imagination. We look forward eagerly to the developments when we will see real progress at work.

The key to all this is to keep one's mind and body active and keep appraised of the situation with assurance that our manufacturers are wide awake and alert to our needs of today as well as preparing for the future.

ELLIS ANTUNEZ from Sierra Nevada Golf Course Superintendents Association wrote this the beginning of last summer.

In this, the beginning of the summer season, the time for WORK, that nasty four letter word, is upon us. Have you ever thought of how many four letter words we can use out on the course?

Let's see, there's GOLF itself; you curse that little white BALL, that was hit by the FIVE IRON into the TRAP, that contains the fluffy SAND, that prompted you to buy the \$20.00 CLUB to blast it out with. You HEEL the SHOT and it ends up on the frog-hair. So you're going to PUTT it towards the HOLE, hoping the LINE is TRUE. So you take your GRIP and stoke firmly, but as it reaches the unrepaired ball-mark, it HOPS to the LEFT. This is the time you wonder why you ever took up the GAME. Was it for the exercise? Being able to WALK, pulling your CART or carrying your bag. Taking each HOLE a YARD at a time. To prove to yourself that, Jack, John and Arnie have nothing on you. So aim for the FLAG, hoping that you won't HOOK o FADE, but a slight DRAW would be nice.

If you survive the round, there's a COLD BEER waiting at the clubhouse so relax and enjoy the *!Cx GAME.