

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 Livesey

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THRU THE GREEN EDITOR Robert E. Livesey, CGCS  
415 N. Akers Road Space 19  
Visalia, CA 93277

Deadline Date Fifteenth of Each Month

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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