**News of the Industry**

**Research foundation elects officials**

The O.J. Noor Research Foundation annual meeting and election of officers was held during the Golf Course Superintendents Assn. of America Conference in Denver. Elected were G.E. Champion, Kansas City, Mo., president; C.E. Daugherty, Chicago, vice president; F.I. Shuman, Philadelphia, secretary-treasurer; Joe Graffis, Chicago, assistant treasurer, and C.G. Wilson, Milwaukee, research director.

Special action was taken to name O.O. Clapper, Boston, an honorary director, after his request to be relieved as president.

Grants-in-aid for the study and treatment of thatch were formalized for Michigan State University and Texas A&M University.

**Disposables conference to be held**

The first International Disposables Exposition and Assembly, IDEA 71, is scheduled for October 19-21 at the Philadelphia Civic Center. Sponsored by The Disposables Assn., an international trade organization. The conference will include seminar programs covering costs, trends, new processes and developments in non-woven fabrics, safety and health factors and international markets among other subjects. Roundtable discussions will be held and several speakers are scheduled.

Information and registration forms may be obtained from The Disposables Assn., 10 E. 40th Street, New York, N.Y. 10016.

**Tournament suggestions from USGA**

The United States Golf Assn. has available a pamphlet of tournament suggestions for golf clubs. Entitled "Tournaments for your Club," it includes such early-season events as a get-acquainted tournament; individual events, such as an individual handicap versus par tournament; team events, such as the four-ball stroke play, and seasonal events such as professional versus members tournament.

Instructions are included with each suggestion. Write the USGA, 40 East 38th Street, New York, N.Y. 10016.

**Consumer spending—restrained**

In a recent article, "Ready to Spend, But Still Wary," Business Week assessed the current mood of the American consumer. Although consumers are tired of holding back on spending, they are not "spending with elan." Fears of unemployment and high prices only partly explain their hesitancy. Another concern which reinforces the "inflation-recession paranoia" is the current fiscal woes of many state and municipal governments, or rising taxes.

A more subtle, psychological effect is the growing disinterest, among the educated consumers, with material goods. This reaction was noted by William Worden, a Boston psychologist: "Conditions in the world don't warrant the luxurious, opulent kind of spending we used to see. There is now a sense of impropriety about it . . . more sensitivity to what is essential."

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and what is superfluous."

Other observers feel that economics is the principal villain—and that relief is in view. According to Dr. William Heuson, chairman of the University of Miami's department of finance, a tentative move back into the marketplace is beginning. He adds, "The search for goods is on, but people continue to be very wary."

News briefs

Columbia CC, Columbia, Mo., has begun a $200,000 addition to its clubhouse which will include a kitchen, dining room, locker room and bar and will more than triple the space of the pro shop.

Cliff May has been retained by the Grant Corp. to design the clubhouse for the new Anaheim Hills 27-hole public golf course. It will be built in May's rustic style... Walter Richardson Associates, an architecture and planning firm has been retained by Hal Grove, Inc., to design a $6 million planned unit development on the Oak Hills golf course, Omaha, Neb. The development will occupy a 40-acre island surrounded by Oak Hills fairways.

Michigan State University information service suggests planting trees and shrubs to attract animals and birds. A number of these plants, particularly those which produce nuts and berries, will provide wildlife with food and cover, stabilize the soil and do not require extensive care. Two shrubs recommended by conservation authorities are autumn olive and multiflora rose and in moist ground, several species of dogwood and viburnum planted in groups are recommended. For drier soils, MSU recommends Staghorn sumac, fragrant sumac, Tatarian honeysuckle, wild plum, buffaloberry and Indian current. Vines such as American bittersweet, Virginia creeper and wild grape produce food for more than 100 species of song and game birds, rabbits, raccoons, squirrels, opposum and foxes. In addition, nut-beating trees, such as black walnut, red oak, pin oak and shagbark hickory as well as evergreens, such as white spruce, jack and Scotch pine, northern white cedar and prostrate juniper are also important.

For information on the type of plant, tree or shrub best for a particular soil condition, contact a local nursery, soil conservation district office or county extension office.

Rawlings golf ball makes debut

Rawlings Sporting Goods Company has entered the golf equipment market with the introduction of a new professional golf ball, the Blue Tee at the recent Blue Tee Golf Event held at the Fletcher Hills CC, San Diego, Calif. The Blue Tee ball was designed to meet golfing standards and is available only through pro shops.

Tom Hust (photo right) won the event, getting $500 of the $3,000 awarded in money and prizes. A total of 60 San Diego professionals participated in the events.