

Acushnet offers free lessons

Acushnet Company, Golf Div., has initiated a program in which anyone purchasing a set of Titleist woods and irons at a golf course pro shop between March 1 and June 1 of this year can get three half-hour lessons from his home pro free. A suggestion by singer Vic Damone, this program is designed to promote the "golf professional and his shop as the place where today's golfer can find true value," according to L. Dean Cassell, vice president, Golf Div.

Any golfer who purchases a set of Titleist clubs during this period will receive a certificate from his pro. The certificate will be forwarded to Acushnet headquarters, after the golfer has received his three lessons. The professional will then be directly reimbursed by Acushnet.

In addition, specially designed club display racks outlining the free lesson offer are available to professionals.

Acushnet also plans to support the program in commercials for the PGA Tournament, the U.S. Open, the British Open and the Tournament of Champions, which they will sponsor on ABC-TV.

J & M head dies

John McGraw Settle III, 38, president of Johnston & Murphy Shoe Company died recently after a long illness. A native of Nashville, Tenn., Settle was named president of Johnston & Murphy in October 1965. In addition, Settle was vice president of the advisory board of directors of Genesco, Inc., parent firm of J & M. He was also a member of the National Shoe Retailers Assn.

George N. Nichols succeeds Settle as president of Johnston & Murphy. Formerly, Nichols was vice president.

Ace accolades

Dunlop Tire & Rubber Company Sports Div. awarded over 9,000 hole-in-one trophies to golfers playing with Dunlop balls in 1970, according to Paul R. MacDonald, president of the Sports Div. The figure, according to the company, is almost one-half of the aces officially recorded by the golfing industry in the past year.

The Dunlop award is the golfer's score card photo engraved on a stainless steel plate mounted together with the ball on a walnut plaque.

NEWS OF THE INDUSTRY

Research foundation elects officers

The **O.J. Noer 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 discus-

sions 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

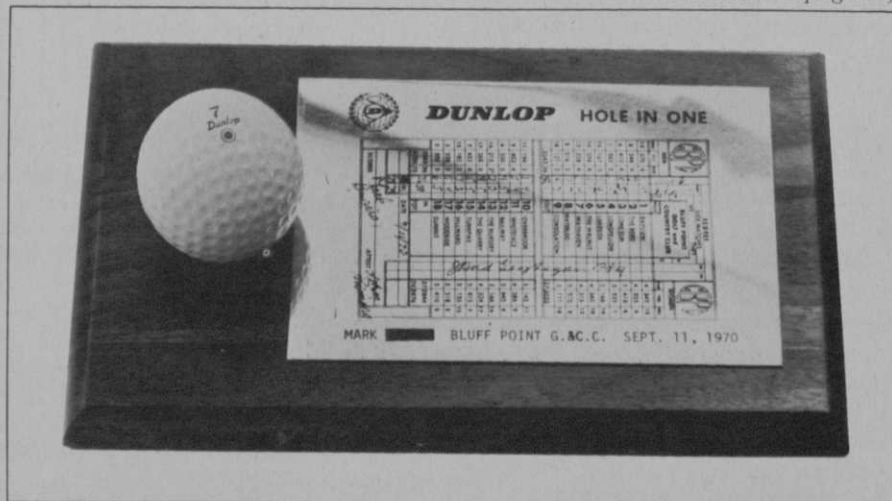
The **United States Golf Assn.** has available a pamphlet of tournament suggestions for golf clubs. Entitled "Tournaments for your Club," it includes such early-season events as a get-acquainted tournament; individual events, such as an individual handicap versus par tournament; team events, such as 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, opossum and foxes. In addition, nut-bearing 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

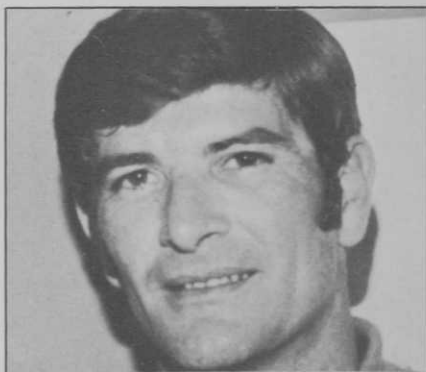
plant, tree or shrub best for a particular soil condition, contact a local nursery, soil conservation district office or county extension office.

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.



TIRES FOR TURF

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