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MAKING THE SWING*(Continued from page 27)*

Old Orchard GC (Chicago dist.) . . . Picture postcards, newspaper and bill board advertising and combination pencil-calendars are among media used.

USGA women's championship to have sectional qualifying rounds this year for championship to be played at Merion GC (East course), Sept. 12-17. . . . Warren W. Morrow, 60, Western Union telegraph operator for 45 years who has handled copy for national and regional golf events almost since the game became copy around Chicago, retired by the company.

Ed Wilson constructing 9-hole night-lit Culver City (Calif.) course with holes from 110 to 325 yds. . . . Local power company designed \$25,000 lighting system with only 9 poles and underground wiring. . . . Washington bent greens. . . . Dave Elphick goes from Elmwood CC, East Paterson, N. J. to Beacon Hills CC, Atlantic Highlands, N. J. . . . Elmwood being subdivided. . . . Bill Langford, architect, has worked out putting "fractional par" table in which he estimates that 50% of 7½ ft. putts are holed. . . . Not by us, Bill.

King of Belgium orders new set of special woods from Wilson through Robert Lanz, pro at Swiss Zurich-Zumikon GC. . . . Re-

verse English on pro-only goods getting to stores comes from stores' complaint that some pros cut set standard price on apparel. . . .

1949 Winter Turf Conferences

Feb. 1-2—Oklahoma-Texas Turf Conference, Baker Hotel, Dallas, Texas.

Feb. 7-11—20th Annual GSA Turf Conference and Show, Alexandria Hotel, Los Angeles, Calif.

Feb. 16-17—Second Annual Turf Conference, State College of Washington, Pullman, Wash.

Feb. 21-24—18th Annual Turf Conference, Penn. State College, State College, Pa.

Mar. 1-4—Cornell University Turf Conference, Ithaca, N. Y.

Mar. 7-9—Purdue Turf Conference and MRTF, Purdue Univ., Lafayette Indiana.

Mar. 10-12—Massachusetts State College Turf Conference, Amherst, Mass.

Mar. 14-16—Iowa Turf Conference, Iowa State College, Ames, Iowa.

Mar. 17-18—Minnesota Turf Conference, Minneapolis, Minn.