

Front Cover: Approaching the 18th green at Saucon Valley Country Club, Bethlehem, Pa., where the USGA National Amateur Championship will be played September 10-15.

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MAKING THE SWING

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GC, Detroit, week of July 30; WWGA Open, Whitemarsh Valley CC, Philadelphia, week of June 18; WWGA junior at a club in the Chicago district, week of Aug. 27.

New officers, N. Y. State Turf Assn.: Pres. A. R. Twombly, Pelham CC; vp George T. Swanson, IBM CC, Endicott; Directors Wilbur Stone, Elmira CC; Jos. Burbeck, Bethpage State Park, Farmingdale, and John Gormley, Wolfert's Roost CC, Albany . . . Indiana PGA elects Don Fischesser, Connorsville, pres.; Lou Bola, Highland CC, Indianapolis, vp; Gil Giriden, Woodstock, sec.-treas., and directors Bill Doris, Highland; Sam Drake, Richmond; Chick Faltus, St. Johns; Tom Wright, Muncie; Lou Quarelindello, Logansport; Bill Williamson; Bob Grant, Kokomo; Ed Lawson, Bloomington, and Bill Heinlein, Noblesville.

Western Golf Assn. will hold its 1951 Western Open at Davenport (Ia.) CC, either July 12-15 or July 19-22 . . . Western Amateur will be played at South Bend (Ind.) CC week of June 24 . . . Western Junior at University of Iowa course, Iowa City, Ia., July 31-Aug. 3.

Norman Head changes from Elizabethtown (Ky.) CC to become pro at Paducah, Ky., muni course . . . Norman Johnson switches as supt. from LaGrange (Ill.) CC to San Jose CC, Jacksonville, Fla. . . .

Maple Crest par 3 night-lighted course designed by Wm. Langford, with Mel Johnson as construction supt., being completed for John Henry at LaGrange, Ill.

U. S. Junior Chamber of Commerce asking for bids for its 1952 national junior championship . . . 1951 Jaycee event will be played at Hope Valley CC, Durham, N. C., Aug. 13-18 . . . Harry Flora back for second year as pro at Bisbee (Ariz.) Golf and Social club . . . Flora's at Marquette (Mich.) G&CC in summer . . . Mrs. Caryl Sayre, Creek Club, elected pres., Women's Metropolitan (NY) GA.

Johnny Dawson elected pres. Southern California GA . . . Jack Ryan, formerly on staff of Harry Obitz at Fred Waring's Shawnee (Pa.) CC named pro at Ponce de Leon GC, St. Augustine, Fla. . . . Midwest Regional Turf Foundation sets tentative program for turf conference at Purdue university, LaFayette, Ind. . . . Program to begin noon March 5 and end at noon March 8.

Never have seen Christmas gift golf goods advertising as extensive and as well done as for Christmas, 1950 . . . Much of it compared very favorably with best department store advertising . . . Pro copy had the genuine personal element store copy rarely gets . . . Pro Christmas sales good . . . Lot of the pro Christmas publicity of good will and greeting character.

And the same to you all, doubled and then some, for those holiday greetings.