Profit fit for a Pro

Mr. Golf Pro, profit! Golf Specialties, Trophies, Plaques, Holloware, Jewelry...in special Golf designs and engraved...are real money-makers. Club occasions and individual members add up to sizeable sales potential right in your own back yard. Don’t let these dollars go elsewhere. A LANE Display and a LANE Catalog keep these dollars in your Shop.

...FREE Samples of Salesmaking Giveaways Included in our 1965 Golf Pro Merchandising Plan...No Obligation: Write Dept. GM Today.

LANE CREATIVE GOLF AWARDS
EDWIN W. LANE CO.
32 W. RANDOLPH • CHICAGO, ILL. 60601
TELEPHONE: 782-2317 AREA CODE 312

Eckhoff Replaces McMorris as Foundation Director

Harry C. Eckhoff has been named executive director of the National Golf Foundation to fill the vacancy left by the resignation of Rex McMorris, former executive vp of the organization. The appointment became effective in mid-March.

McMorris, associated with the Foundation for the past 17 years, played a major role in the nationwide expansion of the organization’s services and facilities in the postwar era. A one-time national Junior Chamber of Commerce official, McMorris also was managing editor of Golfdom and Golfing from 1946 to 1956.

Eckhoff joined the Foundation staff in 1957 as Eastern field representative, with offices in Arlington, Va. Prior to his association with the Foundation, he was an Air Force public relations officer.

The National Golf Foundation, a nonprofit organization, was founded in 1936 by major manufacturers of golf equipment at the instigation of Joe and Herb Graffis of Goldom and Golfing. The purpose was to fill the need for a national clearing house for information essential to the planning of golf course construction and to help increase public interest in the game. The Foundation’s headquarters are located at 804 Merchandise Mart, Chicago.

Funds from Golf

Donations totalling $4,871.38 were made by the Illinois Women’s Golf Assn. to various institutions and philanthropies throughout the state from proceeds of the 1964 Victory tournament in which 127 clubs participated.