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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



McMorris



Eckhoff

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 non-profit 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.

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