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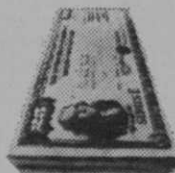
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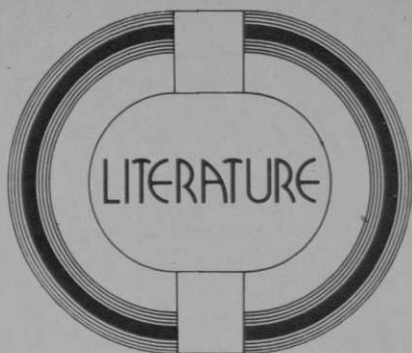
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Golf How by Orville Who?
By Orville Moody with Jim Hiskey
Hawthorn Books, Inc.
New York, N.Y. 10011 \$6.95

I expected to open this book and discover how to play golf "by the numbers" or to be told to "fall in" at address or something like that, but I was pleasantly surprised. Although there are occasional pointers called "Orville's Orders," Moody and Jim Hiskey have put together a very candid, flowing story of what it's like to join the tour.

In the introduction, Moody informs the reader that he personally doesn't believe in instruction golf books and has, instead, strived to narrate the circumstances that pushed him onto the circuit. Many of these narrations become funny stories involving Moody and his backers or Moody and his skeptics.

He traces the decisions and problems an aspiring tour golfer encounters from the first overtures made by backers to the first time he steps onto the tee for a regular PGA event.

Moody also gives us a good picture of the tour's "Bible Cult," the group of pros who meet every week to read and discuss the Bible. "Sarge" is a religious man and he feels he owes much of his success to a faith in prayer, a feeling he shares with many other tour regulars.

There are scattered instructive notes throughout the book, but these are kept to a minimum and the theme is that golf should be fun, not an all-encompassing passion that prevents enjoyment.

If you've got a notion that you'd like to play golf for a living, you'll find this book a good guideline to what you'll encounter along the way. If you're just a fan, you'll find this a good story of a man in quest of himself.

—Parker Smith

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The Jones, Richardson and other awards of golf to its playmates are lovely thoughts. The Evans scholarships and the National Golf Fund awards to scholarships, welfare, benevolence and turf research to which club professionals have given more than \$1.5 million, which they've raised from their members, and players in the rich tournaments have given embarrassingly little, the Eisenhower College and hospital funds and other benefits gave golf the proudest records in sports for giving.

Club officials and owners and public course authorities rarely have the slightest idea of the educational programs of the Club Managers Assn. of America, the Golf Course Superintendents Assn. of America and the Professional Golfers' Assn.

This schooling is far ahead of business training in which most employees are voluntarily and enthusiastically involved. The education is worth millions of dollars a year to golf clubs, but the associations have missed telling their members' employers what kind of an educational job is being done. When I tell men who hire managers, professionals and superintendents how their employees are learning to be executives on the job, the bosses are amazed.

The associations haven't learned how to sell the growing value of their members.

Building third 18 at **Innisbrook** Hotel, Tarpon Springs, Fla. Edward Packard is the architect. National Golf Foundation had its annual staff meeting at Innisbrook last winter. Members of the golf industry's promotion and service team went away with high praise for the way Mike Souchak, winter professional at Innisbrook, runs a resort pro job.

Leo Jacques, 40 years superintendent, Brattleboro (Vt.) CC died recently. He was a kindly man and widely hailed for his achievement in growing good golf turf on soil that didn't favor the job. His son Joe is superintendent at Woodstock CC in Vermont.

Lester Snyder, 20 years superintendent, Oaks CC, Tulsa, Okla., honored by his fellow staff members and other superintendents at a big Thank You party □

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