

5th Generation Family Owned & Operated Since 1949.

Toe Cheves

May 23, 1918 - July 21, 2007

On July 31, 2007, PGA golf professional, Joe Cheves, 89, passed away peacefully in his home leaving the arms of his loving family to begin his next round of play on God's perfect course. Pro, as he was known to all, was born in Cheraw, SC on May 23, 1918. He is survived by Martha Crawford Cheves, his loving wife of 60 years; his daughter, Carolyn Cheves, of North Myrtle Beach, SC; his son and daughter-in-law, Carter and Jan Cheves, of Apex, NC; grandchildren, Dan and Starla Hoke, of Glen Alpine and Carter and Emily Cheves of Apex, NC; great-grandchildren, Lendan and Baila Grace Hoke of Glen Alpine; a sister and her husband, Louise and Jack Tostensen, of Brunswick, GA; and many nieces, nephews, and sister-and brothers-inlaw. He was preceded in death by his parents, Joseph Warren Cheves and Delinda Carter Cheves; a brother, Isaac "Ike" Cheves; and sisters, Polly Strock and Connie Stenson.Mr. Cheves served in the U.S. Army during World War II. He was decorated with the World War II Victory Medal, American Defense Service Medal, American Theater Service Ribbon, Good Conduct Medal, Philippine Liberation Service Medal, and the APT Service Medal. A true Southern gentleman, Pro was loved by all who knew him. As a devoted husband, father, grandfather, and great-grandfather, a muchloved son and brother, and treasured friend, he will be greatly missed. Pro loved people and was well known for having a kind word to say about everyone. You could count on him to provide encouragement, share his charming sense of humor, and bestow a contagious smile that melted the hearts of his family and friends. He was a member of the NCSU Wolfpack Club and the Appalachian State Yosef Club. Pro believed golf truly was the "game of a lifetime." In 1966 he co-founded the American Golf Association "Senior Club" to promote the game of golf among senior amateur

players and to provide an avenue for continued competition. Pro had a passion for introducing young players to the sport, as well, and was a strong advocate of junior golf--always willing to provide advice, a little help on the range, and extra assistance to young men and women pursuing golf careers or to those just hoping to better enjoy the game he loved. Each September, Mimosa Hills hosts the annual Joe

Cheves Junior Invitational continuing his legacy of promoting junior golf by honoring and challenging the best junior golfers in the region. Pro won his first golf tournament, the Pee Dee Amateur Championship, at age 17 in 1935. In his chosen career as a golf professional since 1938, Pro owned outstanding credentials of worldly, state, and hometown proportions as a PGA professional. August 27, 1999 was a record setting day for Cheves. In a friendly foursome at Mimosa Hills Country Club in Morganton, NC, he set a confirmed world record by touring the 6,250 yard Mimosa Hills layout in 64 strokes (8 under) which calculated to 17 shots under his age of 81. One year earlier, Cheves had tied the world record (16). Cheves since tied his existing record when on April 6, 2006, the old pro toured Mimosa Hills in 70 strokes (2 under), again 17 strokes under his age of 87. He first shot his age in 1982 when he was 64, and he shot or bettered his age over 1,500 times. World records aside, Pro's list of golf achievements are many. A club pro for over 60 years, he took his game national on several occasions. In 1978, he finished, tied for first, in the oldest major championship in professional senior golf, the Senior PGA Championship. Cheves shot 73-72-71-70 at the Magnolia Course at Disney World tying Joe Jimenez and Manuel de la Torre. Jimenez won the ensuing playoff. Cheves gualified and played in two U.S. Opens (1953, 56), two PGA Championships (1962, 64), ten Senior PGA Championships (1969, 71, 74, 75, 77, 78, 79, 80, 81, 84), and three U.S. Senior Opens (1980, 81, 84). He also qualified for two PGA Professional National Championships (1974, 75). Throughout his playing career in the Carolinas PGA Section he was one of the area's most consistent players. In 1959 he finished runner-up in the Carolinas Open losing in a playoff. He was four-time winner of the Carolinas PGA Seniors (1972, 75, 76, 83) and a three-time runner-up (1971, 73, 74). In 1979 Cheves captured the 1979 Ben Hogan Staff Tournament in Texas. At age 75 he captured the 1992 CPGA Carolinas Senior Open at Mid Pines. Most recently Cheves finished runner-up in the 1st ever Shout-Your-Age Championship in May, 2007 in Florida where he was paired in the final round with Arnold Palmer.As a life member of the service

organization which is the PGA, he was a consultant, teacher, diplomat, businessman, friend, and partner reaching legendary status in all categories. A former CPGA Board of Director member and Vice-President, Cheves was the 1964 Carolinas Section Golf Professional of the Year. He is a member of the North Carolina Sports Hall of Fame, the Carolinas Golf Hall of Fame, the Carolinas PGA Hall of Fame, and the Burke County, NC Sports Hall of Fame. During his 30 years as club professional at Mimosa Hills his trademarks were always his passion for the game of golf, his love to teach it, and his friendly manner.Golf is the game of a lifetime, and for Joe Cheves, it was the game of his life. He was a PRO at it. A celebration of his life and Pro's final tee time will be at 1:00 p.m. Friday, August 3, 2007 at First United Methodist Church in downtown Morganton with Rev. Robert Roach and Rev. Dr. Sydnor Thompson, III officiating. Burial will follow at Forest Hill Cemetery with military rites conducted by the ceremonial team of American Legion Post 234. The family will receive friends from 6:30 until 8:00 p.m. Thursday at Sossoman Funeral Home where the body will remain until placed in the church thirty minutes before the funeral hour. In lieu of flowers the family asks that you honor Pro's tradition of selfless service by contributing to the charity closest to your heart.

Tribute Wall

No tributes added yet.