



Benkert

Succeeds Joe Graffis

## **Benkert New President of National Golf Foundation**

Carl J. Benkert, vice president of Hillerich & Bradsby Co., Louisville, Ky., was elected president of the National Golf Foundation by the board of directors at their annual meeting in New York on Apr. 18, 1962. The directors also announced the appointment of Ted Woolley, president of Golfcraft, Inc., Escondido, Calif., to the board.

Benkert succeeds Joseph M. Graffis, publisher of GOLFDOM and GOLFING magazines, who resigned. Graffis became president of the Foundation when it was formed in 1937 by leading golf club and golf ball manufacturers. He served in that capacity since that time. Both Joe and Herb Graffis (editor of GOLFDOM and GOLFING), who were among the original founders of the Foundation, will continue to serve on the board of directors.

### **Started As Stock Boy**

A native of Louisville, Benkert started his career in the sporting goods industry as a stock boy for Belknap Hardware Co. At 19 he went on the road as salesman for the firm.

His success with Belknap attracted the attention of Frank W. Bradsby and John T. Rodgers of the Hillerich and Bradsby Co. He joined H. & B. in 1928 and in 1931 was assigned the company's entire Midwest sales territory. Later he introduced the company's Power-Bilt golf club line to the golf professional market.

After John Rodgers died in 1945, Benkert was named to succeed him as sales manager and vice-president in charge of all distributor sales for H. & B. He is past president of the Golf Club Manufacturers' Association and usually is a representative of his company at the meetings of the Athletic Institute and the Athletic Goods Manufacturers' Association.

A golfer of championship calibre, Benkert was twice medalist and twice runner-up in the Kentucky State Championship. He has won the Western Senior and the Tri-State Championships and twice placed second in the Kentucky State Seniors' Championship. His other hobbies include fishing and horseracing.

### **Other Foundation Directors**

Other directors of the Foundation are: William Bommer, Acushnet Process Sales; Paul Gibbs, Dunlop Tire & Rubber Corp.; John A. Hillerich, Hillerich & Bradsby Co.; William P. Holmes, Wilson Sporting Goods Co.; Paul Pedersen, Pedersen Mfg. Co.; Robert D. Rickey, The MacGregor Co.; W. D. Schaffner, Burke Golf Equipment Co.; John W. Sproul, U.S. Rubber Co.; George J. Herrmann, Athletic Institute; and Rex M. McMorris of the National Golf Foundation. McMorris is the Foundation's executive vp.

The Foundation, in its 26th year, was founded when it was seen that golf was booming in spite of the Depression. Manufacturers were being besieged with requests for information and advice on the building of new courses, and so it was decided to set up a kind of clearing house for handling these requests.

Joe and Herb Graffis working on a part time basis, ran the Foundation during its early years. The first executive director of the golf organization was Glenn Morris, who got it organized so that it could expand its services to both the equipment industry and persons seeking to invest money in courses and other facilities. He was succeeded in 1947 by Rex McMorris, who has been connected with the Foundation in an administrative capacity since that time.