

Graffis Brothers Get Writers' Richardson Trophy for 1962

Joe Graffis, Sr., publisher, and Herb Graffis, editor, of *Golfdom and Golfing*, have been named 1962 co-winners of the William D. Richardson trophy. Announcement of the award, made annually by the Golf Writers Association of America, came in late March. The Richardson trophy goes to persons who make outstanding contributions to golf.

The Graffis brothers each received 73 of 297 votes cast in the GWAA balloting. Clifford Roberts, tournament chairman of the Masters, was second with 46 votes while Gene Sarazen and Jimmy Demaret were third and fourth, respectively, with 41 and 37. This is the first time dual winners have been selected.

The GWAA trophy is awarded in honor of Bill Richardson, late great golf editor of the *New York Times*.

Served in Two Wars

Joe and Herb Graffis, natives of Logansport, Ind., are the sons of the late William H., a newspaper editor and later a magazine publisher. They came to Chicago at an early age and were educated in public schools there. In World War I Joe served as a Navy flier in Italy while Herb was a newspaper correspondent in the European Theater in World War II.

In 1922 the Graffis brothers and two Chicago sports writers, Irving Vaughan and the late Joe G. Davis, founded the *Chicago Golfer*. Four years later they sold the publication.

Started *Golfdom* in 1927

The following year, the Graffises launched *Golfdom*, the game's first business magazine, with Joe as publisher and business manager and Herb as editor. Six years later they started *Golfing*, a player's magazine. The latter publication, incidentally, came off the press for the first time during the Roosevelt Bank Holiday. Getting it mailed to subscribers during that week is still looked upon as one of the minor miracles in publishing history, considering that the nation's economy had come to a complete halt.



Herb and Joe Graffis

... a minor miracle in '33.

In 1936, the Graffises suggested and then played a leading role in organizing the National Golf Foundation, a nonprofit organization that promotes golf by supplying information and advice to prospective course builders and encouraging the development of new players. The Foundation is sponsored by contributions made by manufacturers of playing equipment and other golf goods.

Kept Foundation Going

In the early years, the Graffis brothers got the Foundation off the ground and kept it going largely with their own funds and by devoting much of their time to its operation. Both are directors of the foundation. Last year, Joe Graffis retired after serving as the Foundation's only president for 26 years. When the Foundation was started there were about 5,000 courses in the U.S. Today there are more than 7,200 standard and Par 3 layouts, 380 of which were put in play in 1962.

Other winners of the Richardson trophy have been: Robert A. Hudson, the late Maynard G. (Scotty) Fessenden, Bing Crosby, Richard S. Tufts, Charles (Chick) Evans, Jr., Bob Hope, the late Mildred (Babe) Zaharias, Dwight D. Eisenhower, the late George S. May, Francis D. Ouimet, Bob Jones, Patty Berg, Fred J. Corcoran, Joseph C. Dey, Jr. and Walter Hagen.

Cross Country Conference

The USGA has been staging a series of conferences across the country touching on two subjects related to golf. One covers traffic on courses and the second, for club and district officials, includes discussions of taxes, course rating and handicaps. Meetings were held in Seattle, Dallas and Atlanta in March while a fourth is scheduled for Tifton, Ga., this month.