

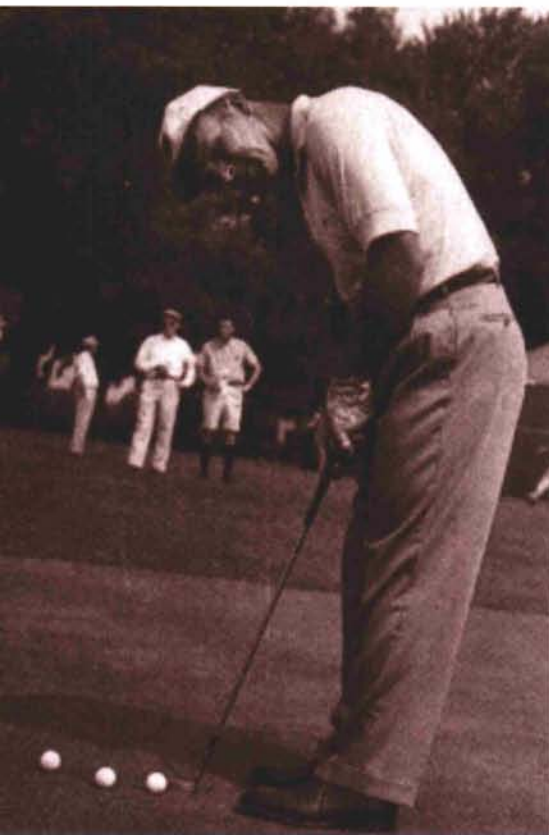


75TH ANNIVERSARY RETROSPECTIVE

Dave Braasch *Hughes Creek G.C.*

Milestones and Mayhem

Editor's Note: One article couldn't possibly do justice to 75 years of history. So, in honor of the Midwest's 75th anniversary, On Course presents a special decade-by-decade retrospective. This installment features the tumultuous 1960s. Coming in September: the '70s.



Arnold Palmer, who won the Masters in 1960, was one of the decade's top Tour players.

How to Make the 1960s: A Recipe

Follow this recipe closely, because the end result will blow your mind . . . or fry it.

- Take a dab of Jack, Arnie and Gary.
- Mix groovily with 18 Majors between them.
- Refrigerate for 17 minutes, five seconds (or the duration of Iron Butterfly's "In-a-Godda-Da-Vidda").
- Then, in a southern bowl, add some Dr. MLK and a splash of Malcolm X to the chilled mix.
- Though the old recipe called for segregation, we now find that to mix the Honkies with the Negroes, sitting overnight, is best.

While a wall is being built in Germany, serve with a few assassinations and some attempted space flights for good measure. Voila! You've got yourself a great dish!

Next step is to find some pot-smoking, peace-making, tie-dye-wearing, NAM-ditching freaks who sit around in a purple haze all day to eat it all up when the munchies hit.

Now let's take a look at the big picture, the whole table, if you will; the feast above needs a larger context.

Milestones and Mayhem

During the '60s, the American people feasted on love and hate, peace and violence, accomplishment and disappointment. Sometimes the feeling was delicious; at others, stomach-turning. Consider this smorgasbord:

The first-ever televised presidential debate took place between

Nixon and Kennedy, unfortunately not to Dick's advantage. The Berlin Wall went up to prevent free movement between East and West Germany. Russia stored missiles in Cuba, and the United States government demanded that they be removed due to their proximity (within striking distance) to U.S. cities; the Cuban Missile Crisis resulted in the U.S. banning all trade with Cuba. The U.S. put its first man in space: Alan B. Shepard, Jr. made a sub-orbital flight in the *Mercury* capsule.

African-Americans began a series of sit-in demonstrations to desegregate lunch counters and similar facilities in the South. These led to some success, as James Meredith became the first black to attend the University of Mississippi. Despite desperate attempts, however, African-Americans still could not vote because of trumped-up literacy tests hindering their constitutional rights. A light at the end of the tunnel was Dr. Martin Luther King, an Alabama preacher who delivered the now famous "I have a dream" speech in Washington, D.C. with more than 200,000 in attendance.

On March 8, 1965, the first U.S. troops arrived in South Vietnam. The war progressed, leading to violent clashes on the home front, most notably ones between the anti-war protestors and the Chicago Police during the Democratic Convention in 1968 and later, a march on the Pentagon. A raid on a black speakeasy sparked the worst race riot of the decade. Forty-two perished and over 300 were injured in the nine days of fires and looting that followed.

Other notable events included the first-ever heart transplant by South African doctor Christiaan Barnard, the creation of the Peace Corps and introduction of "the Pill." Theodore



King to 200,000: "I have a dream."

Maiman invented the laser. Telstar I was the first worldwide communications link, enabling instant global news reporting. And then, of course, debatably the greatest event of the 1960s: "The Eagle has landed." Neil Armstrong and crew were the first humans to land on the moon on July 20, 1969.

A Kaleidoscope of Entertainment and Fashion

The pin-up goddess was Raquel Welch: 37-22-35. Hubba hubba—with measurements like that, you didn't have to be a good

actress. Johnny Carson was at the top of the late-night talk shows. On TV and the silver screen, you found *Sesame Street*, *The Monkees*, *Easy Rider*, *Laugh-In* and *Dr. No*—the first of many 007 movies to be released. Fashion statements included beehives, tie-dyes, Vidal Sassoon (nice hair) and miniskirts (we love you, Mary Quant). The \$100,000-man was Mickey Mantle; and Muhammad Ali reigned as the four-year heavy-weight champion. Billie Jean King won Wimbledon (and let's not forget she later became the first female tennis player to beat a man at an official public match). Wilt Chamberlain, between bed-hopping, set a season record of 4,029 points (no match to his romantic record). And music? In the opinion of many, this decade produced some of the most notable music this country has ever seen (or heard) to date. This remarkable era delivered music by the Beatles, Jefferson Airplane (way before the Starship), Jimi Hendrix, Janis Joplin, The Doors, the Grateful Dead, Bob Dylan and so many others, many of whom can now be seen on VH1 attached to the phrase, ". . . and then began his/her descent into drugs and alcohol."

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The Beatles invaded America in 1964.

Where Have All the Good Guys Gone? A Decade of Assassinations

The 1960s saw at least four noteworthy American assassinations, each with its own consequences.

On November 22, 1963, President John F. Kennedy was assassinated in Dallas, Texas (purportedly?) by Lee Harvey Oswald. Two days later, Oswald was shot point-blank by local nightclub owner Jack Ruby on live TV. It was seen by millions of stunned viewers who were following the assassination aftermath.

In 1965, Malcolm X, one of the earliest pioneers for civil rights, was assassinated.

On April 4, 1968, Dr. Martin Luther King, civil rights activist and recipient of the 1964 Nobel Peace Prize, was assassinated in Memphis by James Earl Ray. Dr. King's death was followed by racial violence in 125 U.S. cities; rioting and destruction continued for seven days. On April 11 of that same year, singer James Brown made a televised plea for a 'night of silence.' His plea was followed by a live concert; one of the songs performed was "Say it Loud; I'm Black and Proud."

Later that year, on June 5, Robert F. Kennedy was—you guessed it—assassinated. Sirhan Sirhan was the guilty hand, this time in Los Angeles. Kennedy had just announced his candidacy for President. He was a strong believer in civil rights and was against the war in Vietnam.

Green Side Up

Politics notwithstanding, the golf world was also coming of age. With superintendents reigning such as Warren Bidwell at Olympia Fields Country Club and



John F. Kennedy, Jr., snapped a salute as his father's casket passed.

Jerry Dearie at Medinah Country Club, it's no wonder that Chicago was the golf mecca of tournaments in the '60s. During that decade, Medinah C.C., Beverly C.C. and Tam O' Shanter hosted four Western Opens among them. Champions like Arnold Palmer and Billy Casper were present for the game-play. Olympia Fields played host to the 1961 PGA Championship, with Jerry Barber as the winner.

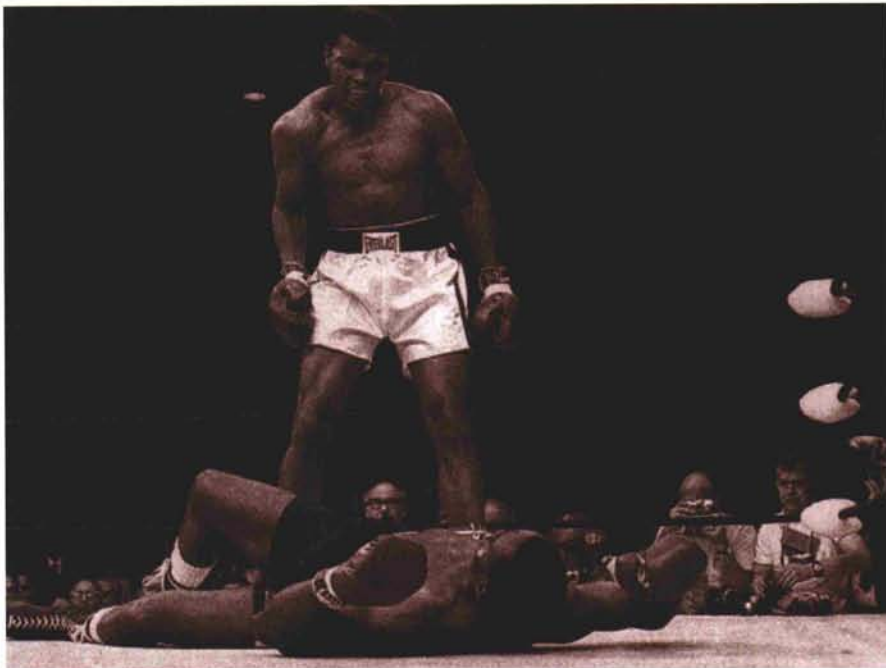
While some of these courses would go on to host tournaments for the next 30 years, some new tracks were nonetheless constructed, further enhancing the local golf scene. Some of the newcomers included Cress Creek C.C., Ravinia Green C.C., Village Links of Glen Ellyn and Pheasant Run Resort. Speaking of Village Links (weren't we?), the help-wanted ad for its superintendent placed in February 1965 required that "all applicants state their age and marital status" on their resumes. Boy, how the times have changed.

Who was pioneering this golf revolution and to what end?

Roy Nelson, CGCS, of Ravisloe C.C., became president of GCSAA in 1963. Too bad it wasn't 1965, when the national moved its headquarters from Florida to Chicago. In that same year, the MAGCS reached 245 members, making it the biggest local superintendents' association in the country. It would have been 246 if a great one, John MacGregor, hadn't already passed away. (John was a Scottish immigrant who provided members of Chicago Golf Club with 30 years



The U.S. went on the offensive in Vietnam.



Champ Cassius Clay tells a floored Sonny Liston: "I told you I had a surprise."

of excellence and served as president of the MAGCS from 1926-1928.)

"What now?" wonders the MAGCS. How do we improve ourselves and the people who teach us?

Five men established the Illinois Turfgrass Association; they were R. Milton Carleton, Bertram H. Rost, George Vaughan, Dr. Ralph F. Voight and Ben O. Warren. Their purpose was to create a

fund to be used in support of turfgrass research and development at the University of Illinois. On July 27, 1960, U of I held its first Turf Field Day to show how funds from the ITF would be beneficial, and how ITF had contributed thus far.

Certification from GCSAA is born.

This program was built to recognize those persons who are truly
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The '60s was a decade of demonstration.



Nixon eked out a victory in 1968.

professional golf course superintendents. Such a person must have the specialized knowledge, the competence to practice and the attitude of a professional. Stan Metsker of Boulder C.C. and Ken Voorhies of Columbine C.C. were the first to become certified in 1968.

The '60s was an era we will never recapture, but those years clearly laid the groundwork for the present, be that good or bad. The steamy stew of politics, entertainment and sport are forever changed by occurrences commensurate with "White Rabbit," like it or not. Changes are still on the horizon, even regarding the fate of our precious greens and those of us who care for them, play on them and endlessly talk about them.

Peace. 



In July 1969, Neil Armstrong took "one small step for man, one giant leap for mankind."

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