

and so on. You can bet your bottom dollar that these changes in names aren't being made just to be smart or funny. Not by a jugful. They are being made because it's good business to have a dignified, high-sounding title to which the general public will kowtow in humble obeisance. It pays and it pays big.

One of the healthiest signs of the times is the very evident and dissatisfied attitude toward the term *greenkeeper* in the rank and file of the profession. The word is the lousiest possible word-description of a man entrusted with the upkeep of a modern golf course. The term *greenkeeper* doesn't mean a thing to the world at large. The name of greenkeeper has done more to hold back the profession during the past ten years than all other factors put together. It needs desperately to be modernized with a new name that carries dignity and an accurate indication of the scope, importance and standing on the job. I conservatively estimate that a *class* title in place of the present misnomer would result in an average increase in earnings of at least \$500 per annum within the next 5 years.

The term Golf Course Manager would seem to be the best title of those proposed to date. The words are short and easily pronounced. The general public knows what a golf course is, whereas most of them don't know a green from a piebald alley cat. The public also knows that a "manager" sits in the shade while the laborers tread the hot sands. Whatever the new title may be when ultimately adopted it cannot fail to be an improvement on the archaic, outworn title of *greenkeeper*.

EDITORS NOTE.—That's what Leach has to say about the tendency of greenkeeper organizations to adopt titles that more accurately define and advertise the scope and importance of their members' work. Now read what John MacGregor, a leader in Midwest greenkeeping circles, has to say on the other side of the case:

"Greenkeeper" O. K., Says Mac.

DURING the past few months several of the sectional greenkeepers associations have changed their titles to Golf Course Superintendents.

I should like to know what we are to gain through changing our title. When the National Association of Greenkeepers of America was started it seemed natural that the title *greenkeepers* be used. It was

the accepted title for over 30 years. We have been organized now for nearly five years. The officials and members of golf clubs and the U. S. G. A. officials have, during the past few years, been acquainting themselves with the title and now recognize the greenkeeper as a man with a profession, and responsible for the condition of the golf course. If the title is changed it will take just that much longer to get acquainted with the new title, and to what end?

I cannot see anything wrong with the title "greenkeeper." It is the merits of the man which appeal to the officials of the club, not the title. The title *superintendent* is not going to gain a man more prestige with his club officials if he cannot deliver the goods. I have been arguing this point for four years and will continue to do so until someone can show me very good reasons for a change. The New England Greenkeepers Association is the oldest organized association in the country, having been organized several years before the organization of the N. A. G. A. It seems that it was also natural that they should choose the title "greenkeeper," and have made no effort to change.

We shall leave the greenkeeper for a minute, and take the green-chairman. This title is and has been recognized as the original and correct title by the green-chairman; it was natural, then, that the word *greenkeeper* be coined.

Midwest Stands Pat.

At a meeting of the Executive committee and Board of Directors of the Mid-West Greenkeepers Association, April 20th, after much discussion and debate, it was decided to recommend at the next regular meeting of the association that no change be made in the title of that body. The vote of eight members present was unanimous. It is now up to the membership to accept or reject the committee's recommendation. This decision was not made impulsively; the situation was studied and argued from every angle.

I would like to see some answers pro and con on the advisability of keeping our adopted title or of changing to some other more suitable name.

Canton, O.—Canton Culvert and Silo Co., makers of corrugated culverts and other drainage pipe of Toncan metal, has changed its name to The Canton Culvert Co.