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GCSAA BIRTHDAY

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metropolitan district course only brought a few responses. The college turf management graduates were going into other turf jobs that brought them more money. Only about half the turf management college men go into golf work now.

While the greenkeepers were growing up as businessmen they were giving golf a lot more than they got out of it. Eight to ten months a year regional groups of greenkeepers would go to each others' courses and play golf or have inspection trips and dinners and reviews and lectures that meant hundreds of thousands of dollars in maintenance savings and heaven-knows-what in improved playing conditions to golf courses.

Golf club officials who knew what the financial score was in golf business realized that the greenkeepers were doing more than any other group to improve golf business operations.

The greenkeepers themselves saw that in their off, unpaid Mondays they were doing more for their employers' plants than the men in charge of industrial plants of the men for whom the greenkeepers worked.

In response to the urging of GOLF-DOM the greenkeepers changed the name of their organization to the Golf Course Superintendents Association and made use of a public relations identification that quickly was reflected in clearer recognition of their value to golf and increased salaries.

In modernizing themselves from greenkeepers to golf course superintendents the superintendents identified themselves as industrial executives who accounted for a nationwide improvement in grass beauty and knowledge. •

FORTY YEARS AGO

Jess Sweetser became first U. S.-born player to win British Amateur.

First professional match between U. S. and Great Britain took place at Wentworth, England. Britain winning, 13-1.

Walter Hagen defeated Bob Jones, 11 and 10, in Florida exhibition.

Jones won second U. S. Open at Scioto and first British Open at Royal Lytham and St. Annes.