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Nota di contenuto	Introduction: Tennis amateurs and tennis professionals -- Amateur Associations along the American Atlantic Coast -- The West Coast game -- The cause celebre of the pioneering professional -- Depression-Era developments in amateur and professional tennis -- Wartime Southern California professionals -- The cultural contexts of mid-century women's tennis -- The "Kramer Karavan" -- The world champion from "The Wrong Side of the Tracks" -- Tennis Opens -- The rise and demise of world championship tennis -- The impact of sports agents and agencies on professional tennis -- Women's professional tennis in the early Open era -- Conclusion: Professional tennis as global entertainment.
Sommario/riassunto	The arrival of the Open era in 1968 was a watershed in the history of tennis - the year that marked its advent as a professionalized sport. Merging wide-angle history with individual stories of players and off-the-court figures, Greg Ruth charts tennis's evolution into the game we watch today. His vivid account moves from the cloistered world of nineteenth-century lawn tennis through the longtime amateur-professional divide and the battles over commercialization that raged from the 1920s until 1968. From there, Ruth details the post-1968

expansion of the game as it was transformed by bankable superstars, a popular women's tour, rival governing bodies, and sponsorship money.
