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—says Superintendent Mel Warneke
East Lake Country Club, Atlanta, Georgia

"I've been working on golf courses for 38 years," Mr. Warneke says, "and I've been using Du Pont fungicides as long as I can remember.

"I like them because I know I can depend on their performance every time. With the large amount of maintenance needed on golf courses, I cannot consider anything but a preventive program using 'Tersan' 75 and 'Tersan' OM."

Mr. Warneke also says, "'Uramite' has been the base nitrogen of my fertility program for the past three years at East Lake. I am using 'Uramite' straight for extra nitrogen and in a complete mixture on 328 Bermuda grass and bent grass. With 60 to 70 percent of the budget in labor, 'Uramite' saves time and money.

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Altogether, these add up to nearly 125 events for a single season. The 1963 season promises to be just as busy.

31,000 Rounds Played

If you're not completely impressed by the above figures, take a look at some more. The approximate 400 players at the Detroit suburban club posted 31,000 rounds in 1962, the most that were played at any 18-hole layout in Michigan. This isn't a record for the club, by the way. In 1961, when the weather was a little more cooperative, the Dearborn swingers managed a high of 34,550 rounds.

Bianco doesn't claim, by any means, that he is the sole instigator of all the golf that is played at the Michigan club. It started back in 1947 when Faust came to Dearborn CC at the time the club was leased from the Ford family. The 150 or so persons who formed the nucleus around which the present large membership has grown, decided that theirs was going to be a club at which great emphasis was going to be put on golf. They hired Faust with the understanding that this was what they wanted.

With this kind of enthusiasm, it wasn't too much of a job to get the various intra-

club events established. By 1951, when the club was purchased from the Ford Foundation, at this time the owner of the miscellaneous properties once held by the Ford family, just about everyone who played golf at Dearborn took part in the Men's, Women's or Junior programs. It has been that way ever since with the expansion of the intracub activities over the years being pretty closely tied to the expansion in membership.

"So, as you can see," says Faust Bianco, "my job now is to keep things coordinated. The organization work is pretty much in the past. We add a new event here and there and knock out some that aren't too popular. The main idea is to keep improving the competitions so that there is no letdown in enthusiasm for them. You can't take anything for granted with intracub events. Interest in them will fall off if the pro gets lazy and doesn't keep it aroused."

Three-Year Tenure

Still inclined to minimize his role in the success the club has had with its intramural competition, Bianco points out that it is due in a large measure to the fact that officials and committee members



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at Dearborn CC serve for three years. Thus, anyone who agrees to serve on such as a golf committee doesn't do it with an interim attitude, but takes on the job realizing that more than just a routine contribution is expected of him.

Another thing that possibly assures success of the intracub events is that Dearborn CC is a neighborhood institution. Many members live within walking distance of the entranceway and hardly more than a handful live more than three miles away. So, it doesn't take long to summon a quorum when a tournament is scheduled. In the wintertime, incidentally, the Men's and Women's leagues repair to the bowling lanes, practically intact, to continue their competitions. So, there's an implication that members of Dearborn CC are just a big, congenial family.

Two-Way Knowledge

As for the merchandising phase of the business, Bianco feels that a pro's success depends on two things — thorough knowledge of the goods he sells and equally thorough knowledge of what the members will buy. The former comes

from making a close study of newspapers and magazine advertising and occasionally "shopping" the better department stores to keep abreast of the latest developments in apparel. In order to know what the manufacturers of playing equipment have in the production or design stage, Faust makes three or four annual trips to the factories. He doesn't stop here, either. A salesman rarely walks out of the Dearborn pro shop with an order without having traded a display or merchandising tip that Bianco might use. "You should never pass up a chance to pick a salesman's brains," he says. "Get one talking a little and he'll tell you something you should know."

Files on The Customers

Fifteen years of association with practically the same customers has given the Dearborn pro a fairly exhaustive knowledge of what they will buy. But, once, again, he doesn't take anything for granted. Fairly extensive card files are kept on each member with emphasis on his or her preferences in colors, styles, brands,

(Continued on page 120)

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Growth of Municipal Golf Is Phenomena of the '60s

By HARRY C. ECKHOFF
Director, Eastern Region
National Golf Foundation

The U.S. is in the midst of a recreational splurge never before equalled in its history. Americans, as a whole, no longer seem to be content to sit on the sidelines and enjoy their leisure as spectators. A growing number is actively participating in recreational activities and the game of golf, once regarded as only for an exclusive group, has become a favorite pastime enjoyed by individuals at almost all economic levels.

Cities, counties and states throughout the nation are becoming increasingly aware of the importance of golf as a recreational activity. Many municipalities are initiating action for construction of public courses in order to alleviate the current shortage of such facilities.

Approach 1,000 Mark

National Golf Foundation records reveal there were 931 city, county and state operated golf courses in the nation as of Nov. 1, 1962. This includes 872 regulation and 50 Par-3 layouts. While municipal golf operations represent only about 14 per cent of the nation's golf courses, they serve about 40 per cent of the country's golf players.

The number of rounds of golf played each year on municipal courses is staggering. Play ranges anywhere from 40,000 to 115,000 18-hole rounds on each 18-hole course annually. An excellent example of municipal golf growth is the City of Baltimore, Md., which has four 18-hole courses and one 9-hole course in operation. A recent letter from L. Edgar Myerly, superintendent of parks for Baltimore, says in part: "In 1961 we played 286,150 rounds on our courses. In 1962, every indication pointed to our exceeding 300,000 for the first time. However we had no golf after Dec. 20 because of snow. Our final figure was 296,131 rounds. This is, by far, the greatest play in any one year on public courses in Baltimore. Golf seems to continue to become more popular every year."

Why Is Golf So Popular

Why has golf become such a popular sport? There are numerous reasons. Major golf tournaments and television pro-

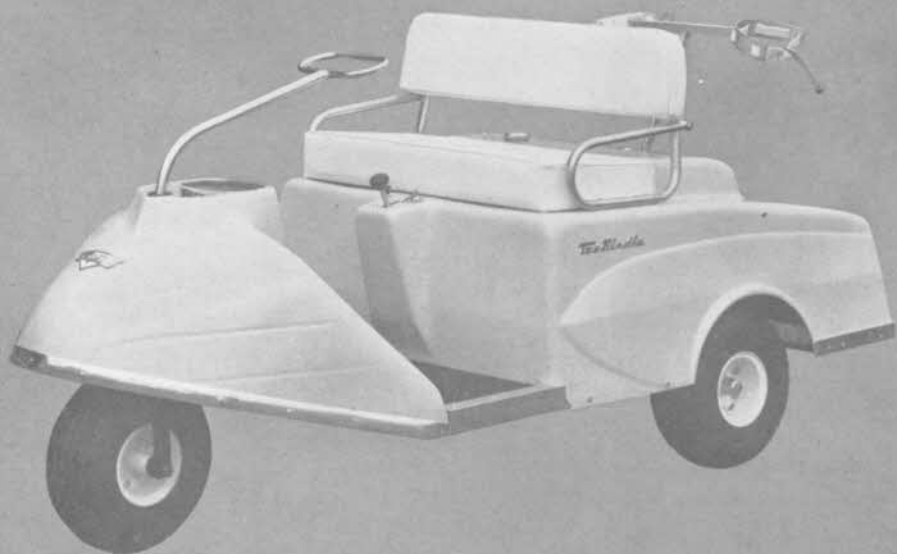
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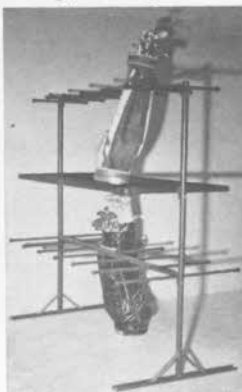
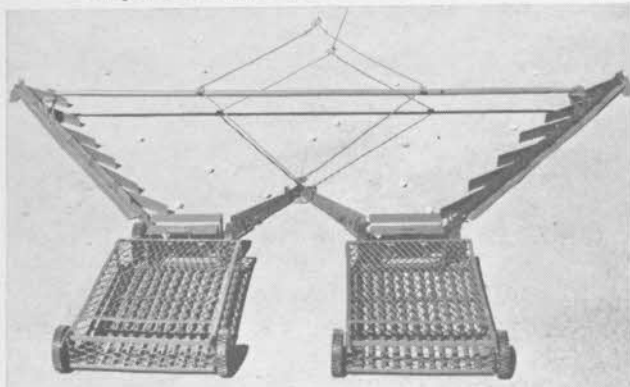


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grams have had an influencing effect. NBC last season presented 115 hours of golf programs — up from 11 hours only two years ago. An executive of another network estimates that total network coverage of golf has increased 50 per cent in the last two years. The results of these TV programs can best be stated by a recent quote of a noted columnist (Bob Considine) who said: "The only knock I can put on TV golf is that it is so good it drives new thousands of players into the game each week."

Women's Play Increases

Newspapers and magazines continue to give greater coverage of golf. Reader interest has never been higher.

The greatest increase in golfers in the past five years has been among women — an increase of over 35 per cent. More women and Junior golfers are factors that keep golf courses busy on weekdays.

Older people are taking up golf. They are finding it a game they can play at a time in life when they have to give up most other sports. The powered golf car has been a factor here; so have the shorter Par 3 and Par 60 courses which have tended to equalize competition for those

who may find a full length course a bit too strenuous. As pointed out in a recent book, "Recreation in The Senior Years", by Arthur Williams: "Recreation is an extremely important aid in growing old gracefully. People who stay young despite their years do so because of an active interest which provides satisfaction through participation." Perhaps that is why senior citizens are finding golf so interesting and challenging.

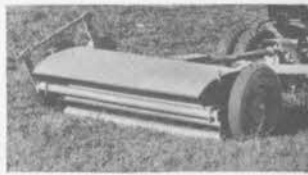
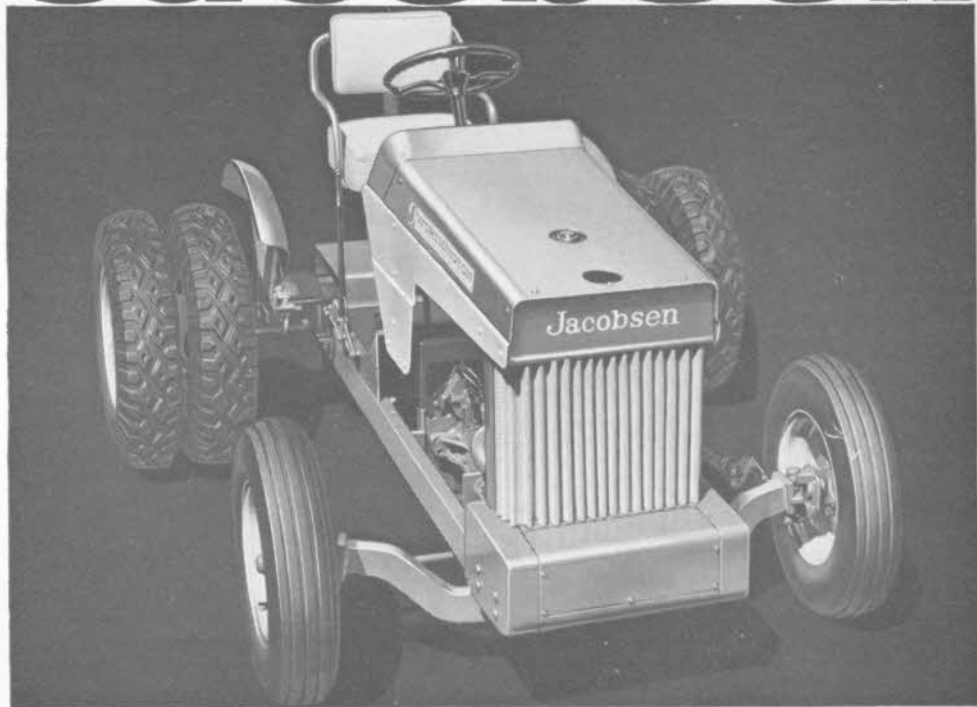
Need For More Courses

With about 7000 golf courses of all types (nines, 18s, standard lengths and Par-3's) and a population of around 185,000,000, the nation now has a golf course of some sort for every 26,400 persons. There are probably seven million golfers in the U.S. playing the 7000 courses in existence — about 1000 golfers per course. This definitely indicates a need for more courses.

There is every indication that there will be an even greater need for more golf facilities. Factors and trends which will affect golf in the years immediately ahead are:

The anticipated growth of population in the United States during the 10-year

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period 1960-1970. Reliable studies reveal that 25,000,000 additional people will be added to our population by 1970. While there is expected to be an overall increase of about 19 per cent, the 18 to 21 age group will increase 56 per cent.

Another segment of the nation's society — the over 60 age group — is constantly increasing. In the 1950's this group increased about 33½ per cent. It is believed it will increase another 20 per cent during the 1960's. In the United States and Canada one of every seven persons is past sixty.

Another factor which should increase golf play is more leisure time. At the turn of the century the work week was 60 hours. Shortly after World War II it was reduced to 40 hours. Today it has been reduced to 35 hours in some areas and there is every indication that it will continue to be lowered. Some studies indicate a 30 hour work week may be the general rule in the 1970's. With automation aiding both manufacturing and office workers, today's jobs are no longer as tiring as they formerly were. Likewise the migration to the suburbs is providing

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