

the form of subsidies to run their course."

"They're just taking it out of their left pocket and putting it back in their right pocket," Cassidy said. "Technically, they're paying it to themselves. All we want is a fairer tax base or fairer competition," he added.

## PROMOTION

### Ad agency formed for golf courses

"When it comes to promoting their product, the golf industry is years behind other fields," according to Gary Brooks, director of Golf-promotion of Limerick, Pa.

Golfpromotion is a new, full-service advertising agency designed to help generate business for public and private golf courses. "I've never felt the golf industry has gotten any assistance from anyone specialized in promoting golf," Brooks said. "Golfpromotion's goal is to further the sport of golf and the business of golf through the use of modern marketing, advertising, and promotional techniques."

Brooks said response to the agency, which he formed in September, has been encouraging. "I didn't know how well it would be received, but the response has been very good."

There are about 43 public golf courses in the five-county area surrounding Philadelphia, from which Brooks has set up advertising campaigns for ten. He has not yet contacted any private golf clubs.

The agency provides a variety of promotional services including television, newspaper, radio, and direct mail advertising. "Course owners don't have to have a lot of money before we will talk to them," he said. "We can set up an entire campaign for them based on their

particular budget."

He added that his fees are "consistent" with those charged by most small advertising agencies (\$100 retainer per month plus commission).

Brooks said historically courses have not advertised much and the result is many have no advertising budget. Therefore, at least to begin with, those courses contacted by Brooks have limited themselves to the cheapest advertising technique available, direct mail.

"Our direct mail campaign consists of a discount coupon merchandising program to try and get new people to try different courses." The direct mail campaign may not be the slickest advertising technique, but as Brooks said. "The people involved in golf course advertising have got to learn to walk before they can run."

## SEED

### Kentucky bluegrass cultivar introduced

North American Plant Breeders recently introduced a new cultivar of Kentucky bluegrass which is the most disease-resistant variety currently on the market, according to NAPB.

In a number of turf trials the cultivar, named Enmundi Kentucky bluegrass, has proven to be very resistant to turf disease, particularly Fusarium blight and helminthosporium. It has also exhibited excellent resistance to rust and brown patch, according to NAPB.

Studies at Penn State University also indicated that the cultivar performs well under low mowing heights. Limited quantities of Enmundi bluegrass seed are now available in 50-pound bags.

For further information, contact NAPB, Box 2955, Mission, KS 66205.

## MILESTONES

### Dey honored at architect's meeting

Joe Dey, a member of the World Golf Hall of Fame, has been named the 1979 recipient of the Donald Ross Award by the American Society of Golf Course Architects.



Joe Dey: Award winner

Dey, who has been actively involved in golf for more than 40 years, received the award last month at the ASGCA's annual meeting in Pinehurst, N. C.

The recipient of many golf honors, Dey is a former United States Golf Association executive secretary and former commissioner of the Professional Golf Association's Tournament Players Division.

The award was first presented in 1975 to recognize those individuals in golf who have helped create a greater awareness of the role of golf course architecture in the overall enjoyment of the game.

## RESEARCH

### Too much N can increase winterkill

Heavy applications of nitrogen fertilizer on bermudagrass and St. Augustinegrass in the early spring can increase winterkill and impair the turf plant's ability to survive, according to researchers at Texas A&M University, College Station, Texas.

Researchers studying the root systems of these two grasses have discovered that leaf growth greatly exceeds root production in the first few weeks of "green-up" in late March. Heavy applications of nitrogen, the fertilizer element that

encourages leaf production in plants, can worsen the situation and cause the new growth to starve.

Dr. James Beard, agronomist in charge of turfgrass research for the Texas Agricultural Experiment Station, said, "Previous research has shown that excessive nitrogen applications promote shoot growth at the expense of the roots, while increasing potassium fertilization promotes root growth."

"In light of this, delaying nitrogen applications beyond this critical period may prove to be a valuable practice for these two turfgrasses," he added. "On the other hand, early potassium applications may prove to be beneficial."

According to Beard, the delay in new root replacement in the spring is probably a major cause for winterkill and spring dead spot.

J. M. DiPaola, an Experiment Station scientist working with Beard, said, cultural stresses such as verticutting, use of growth retardants, and herbicide and pesticide applications should be delayed until after the root loss period. Water should also be supplied as needed to prevent wilt.

"Raising the cutting height (of mowers), delaying the first mowing, and lengthening the intervals between mowings may all be helpful in minimizing turfgrass injury and stand reductions during this critical period," Beard added.

## CORRECTION

### Homelinks will keep all 18 holes open

Contrary to what was printed in the February issue of GOLF BUSINESS and in other publications, Homelinks Golf Course in Olmsted Township, Ohio, will not close nine of its holes due to construction of cluster housing on the property.

According to Homelinks Manager Al Delmonti, the entire 18-hole golf course will remain open "for the next 100 years," even though construction of condominiums around the course is "contemplated."

Homelinks was one of six Cleveland-area courses which were said to be threatened by construction of housing developments on all or part of their land.

Yet another course, Parkway Country Club, located just a few miles from Homelinks in North Olmsted, already has concrete streets for fairways and model homes instead of tees and greens.

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