You’ve Just Spent $40,000 to Build a Green

Now invest $90 in the right bentgrass seed.

At $4 to $7+ per square foot, a 6,000 foot green can cost $24 to $50 thousand. No matter how you figure it; design, grading, tiling, gravel, sand and manpower, building a green is the most important part of any course. It would be foolhardy to plant an unproven bentgrass on a whim, or because it’s a few cents a pound cheaper. Of course you’re going to be cautious when your reputation’s on the line. You’re going to insist on the stellar new Penn A and G series bents from Tee-2-Green®, developed by Dr. Joe Duich, then tested—and selected—by some of the best superintendents on some of the finest courses in the world.

Or, you won’t go wrong with time-proven Penncross, PennLinks or PennTrio blend. With hundreds of thousands of pounds sold around the world since its introduction in 1955, Penncross remains the best-selling bentgrass ever.

Oregon’s best and most experienced bentgrass seed producers grow these exceptional creeping bents to the highest certification standards; free of any objectionable weeds.

It’s good economy to seed with the new Penn A and G bentgrasses from Tee-2-Green®—the icing on the cake.

Our turf is good, we’re not sodding, and we’re not spending huge amounts of man hours to babysit greens through the stress period.

- Wayne Mills
  Valencia Country Club
  Valencia, California

My fairways never looked better or healthier, and my fungicide budget went down, too.

- Bruce Burchfield
  Fox Run Golf Club
  St. Louis, Missouri

Now You Can Use Less Fungicide Per Application, Cut Your Costs, And Get Greener, Healthier Grass, Too. Just Turn The Page To Find Out How.
Switch To A Reduced Rate* Daconil ULX
For A Great Looking Course

Thanks to their unmatched sticking and staying power, Daconil® fungicides have long demonstrated superior broad spectrum disease control at golf courses around the country. Now, more and more superintendents are discovering that Daconil Ultrex fungicide, with its exclusive Super Weather Stik™ formulation, sticks and stays so well, you can use it at much lower rates* on a regular 7 to 10 day preventative schedule for even better results.

Why a preventative schedule? Because disease can already be at work, doing damage to your turf well before visible symptoms appear. Even if you react at the first signs of disease, you could be reacting too late, and your grass might never fully recover. But a preventative
Ultrex® Short Interval Spray Schedule
Week After Week After Week.

Just ask your distributor for all the details. And if you're still not convinced, ask to take the Daconil Challenge, and get enough free product to try this program on a green, tee, or fairway for an entire season. Daconil Ultrex reduced rate spraying could put you on a better course than ever before.

program stops disease before it can start, and that's one reason this approach makes so much sense.
You also put down less fungicide at any one time, which club members will love. You can eliminate systemics to cut total fungicide use and save money. And above all, you get great looking grass. In fact, we guarantee you'll be happy with the results, or we'll give you enough Daconil Ultrex to respray your course using your old program.†
See For Yourself How The Stick And Stay Power Of Super Weather Stik Makes Reduced Rate Spraying Possible.

Scanning electron microscopy of treated plant samples lets you see for yourself just how much better the Super Weather Stik formulation of Daconil Ultrex sticks and stays compared to the generic competition. And it's that stick and stay difference that makes Daconil Ultrex reduced rate spraying possible. So if you're tempted to try a similar program with some generic, just remember that the very thing that makes these reduced rates effective is the very thing generics lack — the sticking and staying power of Super Weather Stik.

Of course, with Daconil Ultrex, you also get exceptional handling, superior mixing, and easy packaging disposal with no containers to triple rinse. And remember, too, there's never been a documented case of disease resistance to a Daconil brand fungicide in over 25 years, which means you can continue to count on Daconil Ultrex for top disease control — one more good reason to put our reduced rate Daconil Ultrex short interval spray program to work for you.

Always follow label directions carefully when using turf and ornamentals plant protection products.


"For best results, we recommend using 20% lower application rates on a 7-10 day schedule. Section 12(a)(2)(G) of FIFRA provides that it is unlawful for any person "to use any registered pesticide in a manner inconsistent with its labeling"; quoted language is defined in section 2(ee) of FIFRA and expressly excludes the act of "applying a pesticide at any dosage, concentration, or frequency less than that specified on the labeling unless the labeling specifically prohibits deviation from the specified dosage, concentration, or frequency." Thus, in the absence of specific label prohibitions, it is not unlawful under section 12(a)(2)(G) to use a registered pesticide at a dosage, concentration, or frequency less than that specified on the labeling of the pesticide. User must have label in possession when applying these rates.

†For a copy of our Daconil Ultrex Super Weather Stik Guarantee, write to Daconil Ultrex Guarantee, ISK Biosciences Corporation, Turf & Specialty Products, 1523 Johnson Ferry Rd., Suite 250, Marietta, Georgia 30062
††Micrographs have been colorized for demonstration purposes.
You may be managing your course one problem at a time.
At Novartis, we're committed to continually bring you innovative products. And now we'd like to introduce an entire series of products — the Novartis Total Turf Program.

Finally, all the tools you need to manage your course from tee to green and all season long can be found in one total program.

**Primo®** The ultimate foundation for turf.

The Novartis Total Turf Program begins with Primo for Pre-Stress Conditioning. That's because extensive testing has proven that treating with Primo is the best way to prepare a golf course and strengthen turf in advance to cope with extreme conditions such as drought, heat and disease, that make up a typical season.

**Barricade®** Crabgrass control for the entire season, North and South.

Simply put, Barricade is the longest-lasting and best-performing preemergence herbicide for the control of Crabgrass, Goosegrass and Poa Annua. That's because Barricade has low solubility and volatility, meaning it stays where you put it in the weed germination zone.

Plus, it won't stain your golf course.

Finally, a disease management program that lasts all season long.

In a revolutionary water-based microemulsion formulation, new Subdue® MAXX® systemically and effectively combats Pythium and Yellow Tuft. Plus, Banner® MAXX®, using the same formulation technology, controls Dollar Spot, Summer Patch and Anthracnose, as well as 15 other turf diseases.

For additional protection against diseases, the Novartis Total Turf Program also includes Sentinel®, for the longest-lasting protection against 14 major turf diseases including Brown Patch and Dollar Spot on fairways.

We combine even more protection.

Like Alamo®, a systemic fungicide for the prevention and treatment of Oak Wilt and Dutch Elm disease.

And for insecticides, there's Award®, an unstoppable insect growth regulator that controls Fire Ants.

The Novartis Total Turf Program. An entire program to help you manage the entire course.

To start your Novartis Total Turf Program, call 800-395-TURF for the name of your Novartis sales representative or your nearest Novartis distributor.

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Introducing the Novartis Total Turf Program.

The first turf program designed to help you manage the entire course.
Ih NOVARTIS
THOROUGH WAY TO PROTECT YOUR COURSE.

Sentinel
Brown Patch
Dollar Spot

Alamo
Dutch Elm
Dollar Spot

Award
Fire Ant Control

NOVARTIS

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We know golf finance to a tee.
Pursell's POLYON® is the only controlled-release fertilizer that isn't affected by excessive rainfall. It releases gradually over time, not overnight. So it virtually eliminates surge growth and excessive clippings.

Other controlled-release fertilizers are affected by heavy rainfall, soil pH and microorganisms. But POLYON's patented 100% polymer coating is free from cheap sulfur fillers, so it ensures against these factors. POLYON releases...
a measured amount of nutrients to your turf each day, as needed. Giving you greener turf for a longer time.

So if you're tired of worrying about your fertilizer being caught out in the rain, try Pursell's POLYON Technology. While you can't always count on the weather, you can count on POLYON fertilizers. Call (800) 334-8583 for the formulator or distributor nearest you.
Stick to News.
NEW TERRA • FERTILIZERS WITH GOLDCOTE™

As sure as the sun will rise

Terra
Predictable, Controlled Release

Predictability – that’s exactly what you want and need from a controlled-release fertilizer. And that’s exactly what Terra’s GoldCote™ polymer technology delivers.

Terra’s GoldCote nutrients are released based on soil temperature. As turf root activity and nutrient requirements increase with soil temperature – the release of nutrients from Terra’s new fertilizers with GoldCote also increases. Your turf has what it needs – when it needs it.

Plus, since temperature is the key, the GoldCote release rate is virtually constant for all levels of soil moisture, soil pH and microbial activity.

Here’s how GoldCote works.
As the soil temperature increases, water vapor from the soil passes through the multiple coatings. The resulting condensation and pressure within the fertilizer granule causes a precise and predictable release of nutrients.

In fact, as this chart shows, nutrient release from Terra fertilizers with GoldCote can be accurately predicted based on temperature. That means you’ll get the performance you expect – when you expect it. You can count on it.

GoldCote Release Rates
% Released/Days/Soil Temperature
Consistent, Superior Nutrition

You know exactly what you want and what your course needs. From urea to monommonium phosphate (MAP) to potassium nitrate, there’s a Terra controlled-release fertilizer with GoldCote that will meet your demands.

And if you demand the best, Terra’s potassium nitrate fertilizer with GoldCote is what you want. It provides a balance of potassium and nitrate nitrogen for good blade and root growth. Terra’s potassium nitrate fertilizer with GoldCote:

• improves turf quality and color;
• promotes steady, consistent growth;
• eliminates growth spurts and fluctuations;
• minimizes waste and potential pollution caused by leaching and volatilization, and
• reduces the salinity and potential burn common with the use of many fertilizers.

One thing is as certain as you seeing the sun rise each morning – all Terra GoldCote fertilizers have been formulated with the highest quality nutrients and developed to deliver the results you want.

Fewer Applications

You know better than anyone that there’s never enough time – or manpower – to do everything that you need to do. Terra GoldCote reduces the amount of application time your people have to spend compared to conventional fertilizers. Plus, consistent nutrition means consistent growth. There are no growth spurts. No fluctuations. And, as a result, no extra mowings. You can use your people where you really need them.

Talk to Terra about the entire line of fertilizers with GoldCote. You’ll get predictable release and superior results with fewer applications.

You can count on it.

GoldCote™ FROM TERRA
There's a Terra fertilizer that's right for your course.

There's a Terra fertilizer that can help you grow healthy, green turf with a strong root system. Turf that's healthy and better able to fight disease, pests and everyday wear and tear.

At Terra you'll find a complete line of professional fertilizers with virtually everything that you need – including primary, secondary, micronutrient and pesticide packages. Plus, Terra's GoldCote technology now delivers consistent, high-quality nutrition with a predictable, controlled-release rate. Your turf gets the nutrients it needs ... when it needs them.

Plus, you can count on Terra for the support, service, assistance and expertise it takes to select and use the fertilizer that's right for your needs ... right for your course.

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Located in Singapore, GOLF ASIA is right in the center of the fastest growth region in the world.

If your business has something to do with the golf industry, you wouldn't want to miss the greatest golf event in Asia. Held in Singapore for the eighth year running, Golf Asia has established itself as the largest and most attended golf show in the region, bringing together many of the world's leading names in the industry.

Since 1991, GOLF ASIA has played host to more visitors from around the world and provided more exhibitors greater business opportunities than any other show in the region. GOLF ASIA '97 attracted 220 exhibitors who showcased their products and services to the trade and public visitors. The event's success was marked by more than 23,000 quality trade visitors, professionals, and golf enthusiasts from 35 countries. New business leads were generated, encouraging over 70% of '97 exhibitors to confirm their participation in Golf Asia '98.

8TH ASIA PACIFIC GOLF CONFERENCE (APGC) & EDUCATIONAL SEMINARS

The APGC, Asia's most recognized and comprehensive industry forum, will be held in conjunction with the exhibition. A panel of highly qualified speakers will address the conference, focussing on a wide range of topics relevant to the Asian golf industry. Educational seminars conducted by the Golf Course Superintendents Association of America (GCSAA) will complement the event. These seminars are attended by golf superintendents from clubs throughout the region.

GOLF ASIA '98 will continue the tradition of success of past exhibitions. Preparations are already underway to attract more visitors and participants than ever before.

Claim your stake today!

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They put their names on trophies.

They put their names on the courses they design.

They put our name on the specs.