

# You've Just Spent \$40,000 to Build a Green

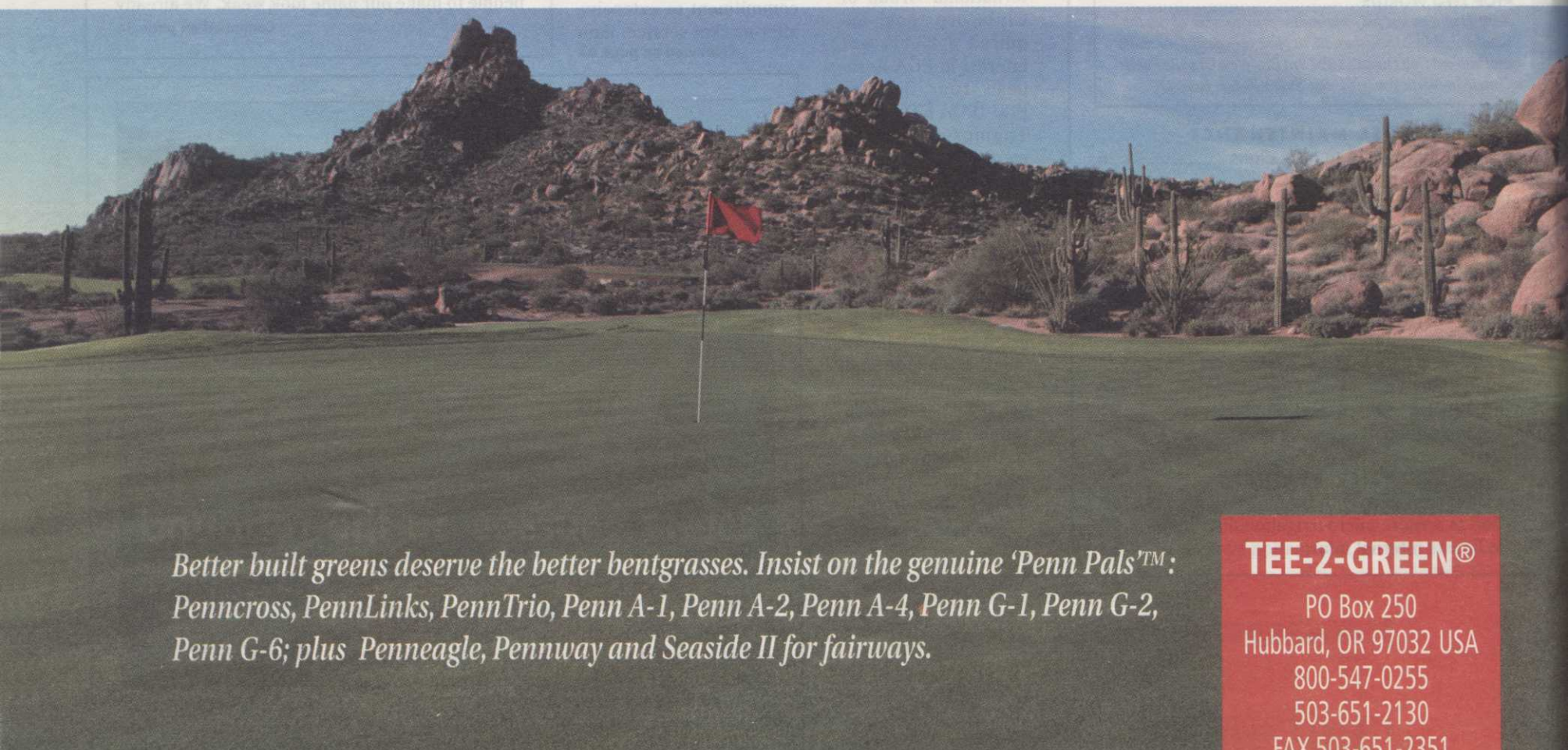
*Now invest \$90 in the right bentgrass seed.*

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.*



*Better built greens deserve the better bentgrasses. Insist on the genuine 'Penn Pals'™: Penncross, PennLinks, PennTrio, Penn A-1, Penn A-2, Penn A-4, Penn G-1, Penn G-2, Penn G-6; plus Penneagle, Pennway and Seaside II for fairways.*

**TEE-2-GREEN®**

PO Box 250  
Hubbard, OR 97032 USA  
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503-651-2130  
FAX 503-651-2351  
[bentinfo@tee-2-green.com](mailto:bentinfo@tee-2-green.com)





Subdue<sup>®</sup> MAXX<sup>®</sup> - The most effective Pythium control at the lowest cost.

Subdue MAXX is the most effective Pythium control on the market. Its long residual of up to 21 days and low cost per 1,000 sq. ft. make Subdue MAXX the best value for your Pythium control dollar.

Subdue MAXX also controls Pythium Damping-Off and Yellow Tuft (Downy Mildew). And by using it as a tank mix partner with chlorothalonil, you can control both Pythium and Brown Patch during stressful summer Bentgrass decline periods.

Plus, the revolutionary water-based microemulsion formulation of Subdue MAXX means less chemical on your course, and less to store and handle.

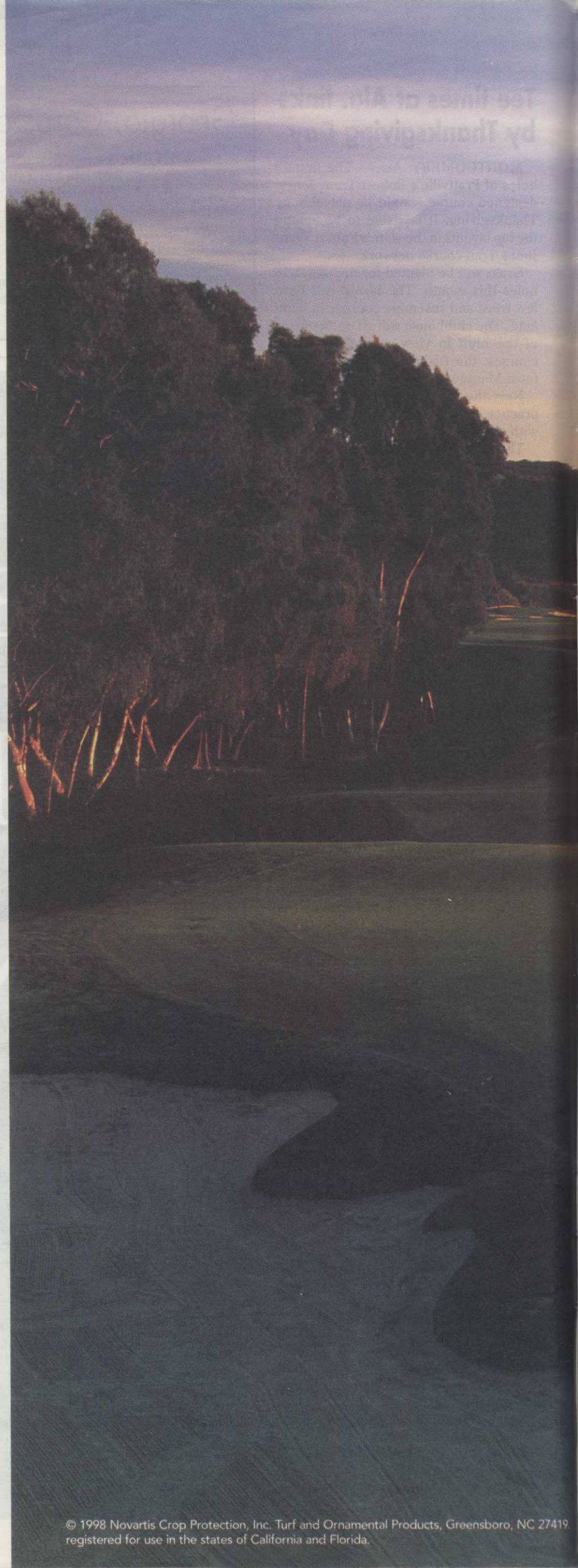
For more information on Subdue MAXX and the rest of the Novartis line of turf products, call 800-395-TURF for the name of your Novartis Sales Representative. **Or you can visit our website at [www.cp.us.novartis.com](http://www.cp.us.novartis.com).**



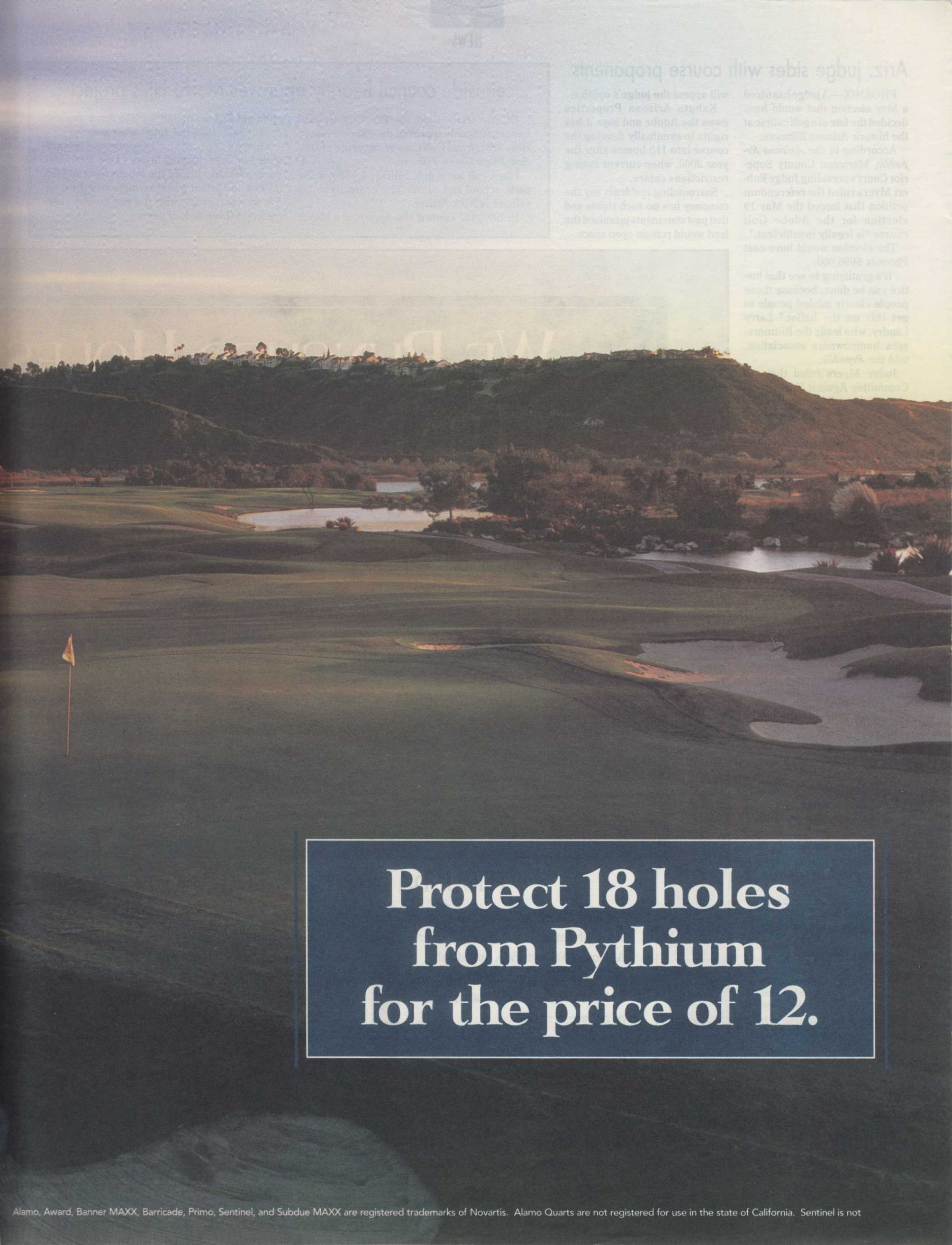
*Subdue MAXX is an important part of the Novartis Total Turf Program, the system of leading-edge products to help you protect and maintain your entire course throughout the year.*



Alamo<sup>®</sup>  
Award<sup>®</sup>  
Banner<sup>®</sup> MAXX<sup>®</sup>  
Barricade<sup>®</sup>  
Primo<sup>®</sup>  
Sentinel<sup>®</sup>  
Subdue<sup>®</sup> MAXX<sup>®</sup>

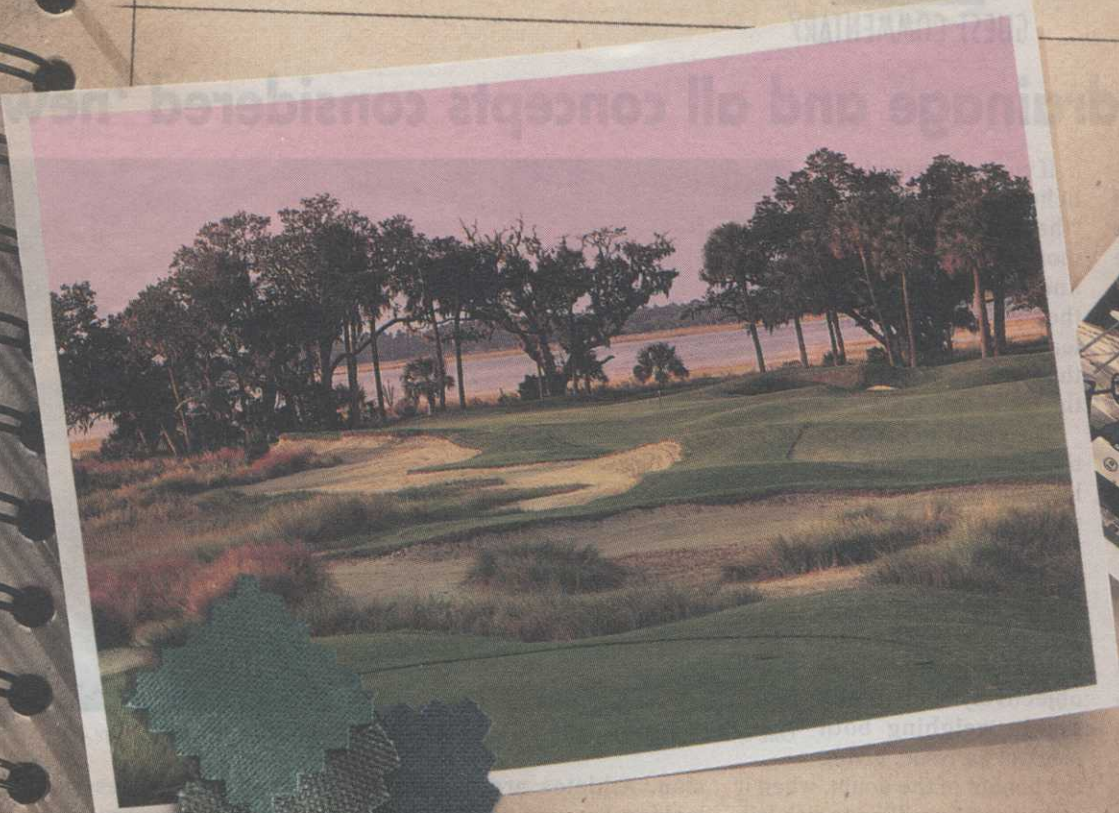






**Protect 18 holes  
from Pythium  
for the price of 12.**



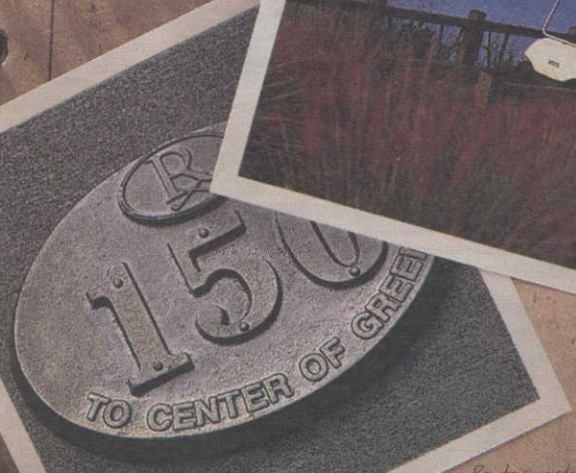
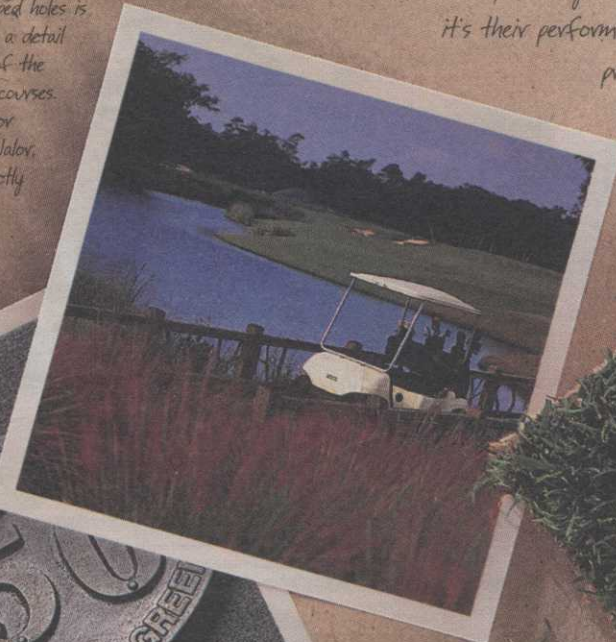


IN DESIGNING THE KIAWAH ISLAND RIVER COURSE,  
NOT A SINGLE DETAIL WAS OVERLOOKED.  
WHICH WOULD EXPLAIN THEIR CHOICE IN GOLF CARS.

Each hole is individually named. The yardage markers are all pewter. There's even a course logo embroidered on every golf car seat. Clearly, this is not a course for just any golf car. That's why the Kiawah Island River Course chose Yamaha. Details matter to us, too. We don't just drop off a fleet of cars then disappear for three years. We become a golf car partner, making sure the course is getting the most out of this key profit center. In fact, we even helped the River Course re-design their car barn so it could be used more efficiently. While this relationship got our cars on the River Course, it's their performance that's kept them there. Yamaha golf cars have proven year after year, on course after course, that they require significantly less maintenance than the competition. And on a course this breathtaking, the last thing a golfer should notice is the golf car.



Each of the River Course's beautifully landscaped holes is individually named, a detail inspired by some of the greater European courses. Hole number 13, for example, is called Valer, because that's exactly what you'll need to make par.



Pewter yardage markers. One of the details that shows the true measure of the Kiawah Island River Course.

Because of its impeccable landscaping, the Kiawah Island River Course requires continual maintenance. One of the reasons they chose a golf car that doesn't.

The River Course



# Think Of It As The Swiss Army Knife Of Utility Vehicles.



*The new E-Z-GO Workhorse™ does it all.*

*Hauls plants and fertilizer. Carries sand, gravel, bales of straw, building materials. And all your tools from shovels and hoes to mowers and blowers. It comes with lots of standard features like an 11h.p. 350cc engine, a 1200lb. payload capacity and an exclusive heavy duty bed liner. With options like a larger cargo bed and power dump, you can get an E-Z-GO utility vehicle that comes with just about anything – except a corkscrew. Looks sharp, too.*

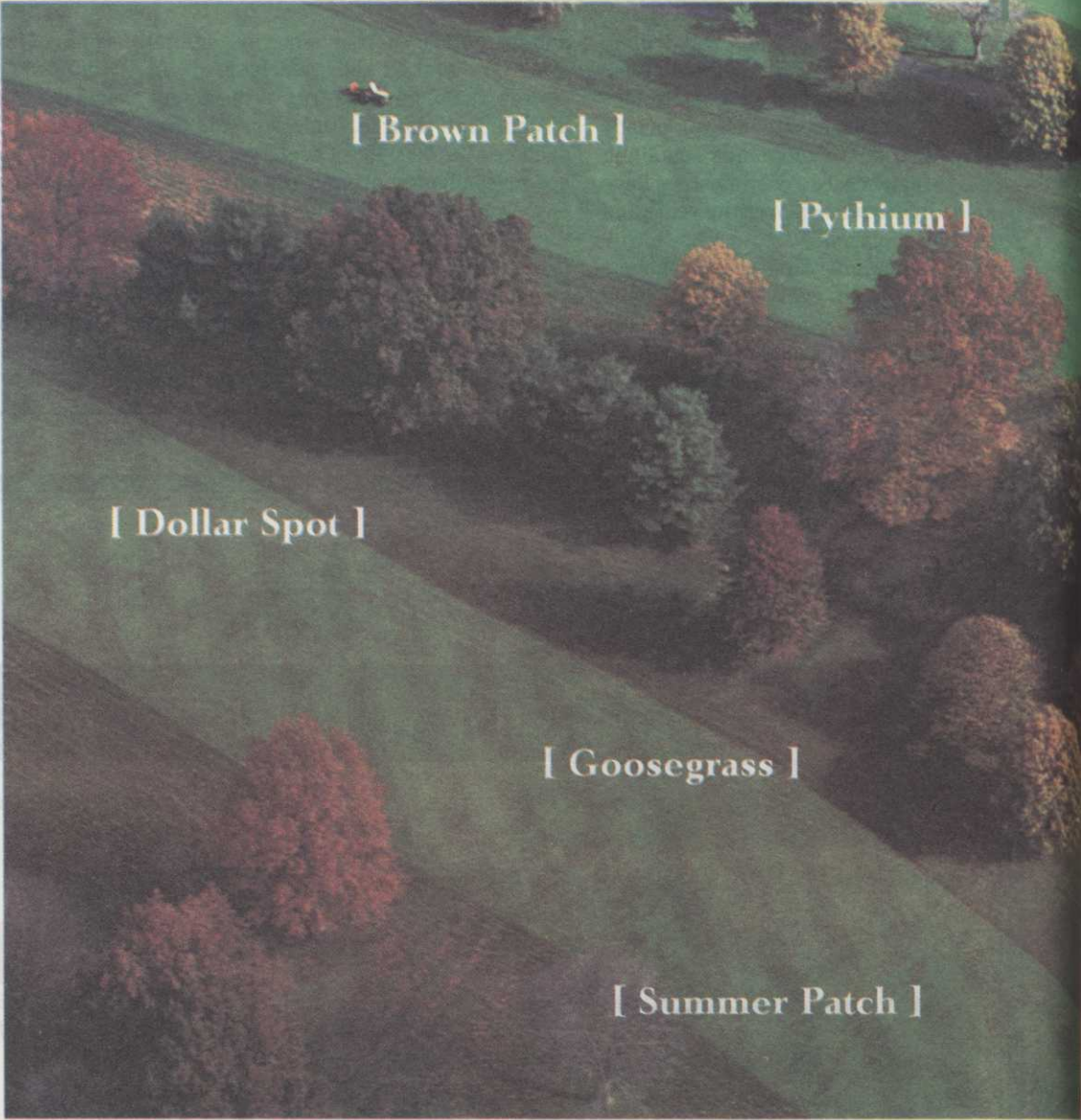


**THE FINEST UTILITY VEHICLES IN THE WORLD.™**



The Novartis Total Turf Program is a system of leading-edge products to help you protect and maintain your entire course throughout the year. This program reflects our dedication to bringing you innovative solutions that help to make your golf course a lot easier to manage.

# The Novartis Total Turf Program. Designed to help you negotiate the hazards on your course.



### Pre-Stress Conditioning with Primo®

Pre-Stress Conditioning with Primo helps create denser, healthier turf for a beautiful, better-playing golf course all season long. Help protect your course in advance from the elements of nature with increased food reserves, bigger root systems and lateral stem development. The end result is thicker, healthier growth and better lie of the ball.

### Barricade®. The long-lasting residual to ensure consistent season-long Crabgrass control.

One application can last throughout the growing season, giving you the flexibility of a wider window of application. Barricade controls Crabgrass, Goosegrass and *Poa annua* as well as 27 other problem weeds. Barricade has the lowest solubility of any preemergence herbicide,

THE NOVARTIS TOTAL TURF PROGRAM. THE MOST

 <p>Pre-Stress Conditioning Plant Growth Regulation Overseeding</p>	 <p>Crabgrass <i>Poa annua</i> Goosegrass</p>	 <p>Dollar Spot Summer Patch Anthracnose</p>	 <p>Pythium Yellow Tuft</p>
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Important: Always read and follow label instructions before purchasing or using these products. Novartis warrants that these products conform to the chemical description on the labels and are reasonably fit for the purpose referred to in the Directions for Use. Novartis makes no other express or implied warranty of Fitness or Merchantability or any other express or implied warranty. In no case shall Novartis or the Seller be liable for consequential, special, or indirect damages resulting from the use or handling of these products.



[ Fire Ants ]

[ Anthracnose ]

[ Dutch Elm Disease ]

[ Take-All Patch ]

[ Crabgrass ]

[ Weak Turfgrass Root System ]

[ Oak Wilt ]

so it stays put in the weed germination zone all season long.

**A complete program to help with disease management.**

- Banner® MAXX® controls Dollar Spot, Summer Patch, Anthracnose, and a broad spectrum of 18 other turf diseases.
- Subdue® MAXX® is a systemic fungicide that provides the most effective Pythium control at half the rate.
- Sentinel® is the longest-lasting, lowest rate systemic fungicide for control of Brown Patch and Dollar Spot, as well as 12 other turf diseases on fairways.
- Alamo® is a systemic fungicide that prevents and treats both Dutch Elm Disease and Oak Wilt.
- Award® is an insect growth regulator for long-lasting control of Fire Ants for up to six months with one application.

For more information on the Novartis Total Turf Program, call 800-395-TURF for the name of your Novartis Sales Representative. **Or you can visit our website at [www.cp.us.novartis.com](http://www.cp.us.novartis.com).**



**THOROUGH WAY TO PROTECT YOUR COURSE.**



Fairway Brown Patch  
Dollar Spot



Dutch Elm Disease  
Dollar Spot



Fire Ant Control



- Alamo®
- Award®
- Banner® MAXX®
- Barricade®
- Primo®
- Sentinel®
- Subdue® MAXX®





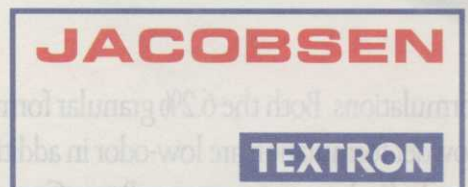
# Approved by superintendents, golfers and sleeping neighbors.

Introducing the Greens King™ Electric, an innovative triplex greens mower that ensures peace of mind — and peace and quiet. It's totally electric, providing enough power to cut up to 20 greens without recharging. Its exclusive FlashAttach™ system lets you change reels in 30 seconds without tools. And best of all, the Greens King Electric provides a uniform cut — without hydraulic fluid, pollution or disruptive engine noise. Because Jacobsen believes a superior cut should be seen and not heard. Chances are,

so do the neighbors. For the location of the Jacobsen distributor near you, call **1-800-727-JAKE**. For information on Jacobsen leasing and financing, call **1-800-722-TURF**.



THE PROFESSIONAL'S CHOICE ON TURF



800-727-JAKE [www.jacobsen.textron.com](http://www.jacobsen.textron.com)





# PUBLIC GOLF FORUM: HOW TO BUILD A BETTER BUSINESS

## Yes, it CAN be done!

As the public-access golf market continues to grow, so does the competition. In today's crowded marketplace, building a better business is more than a good idea. It's an absolute necessity.

Public Golf Forum, sponsored by *Golf Course News*, is the national conference specifically for owners, managers and superintendents of golf courses who want to improve their bottom line and secure their competitive success.

Presented by high-profile industry professionals, Public Golf Forum gives you practical, cost-cutting business strategies, vital information on industry trends and competition, field-proven marketing ideas to help you increase rounds, the latest on products and services, and more.

Plan now to join other golf industry professionals from around the country if you want to:

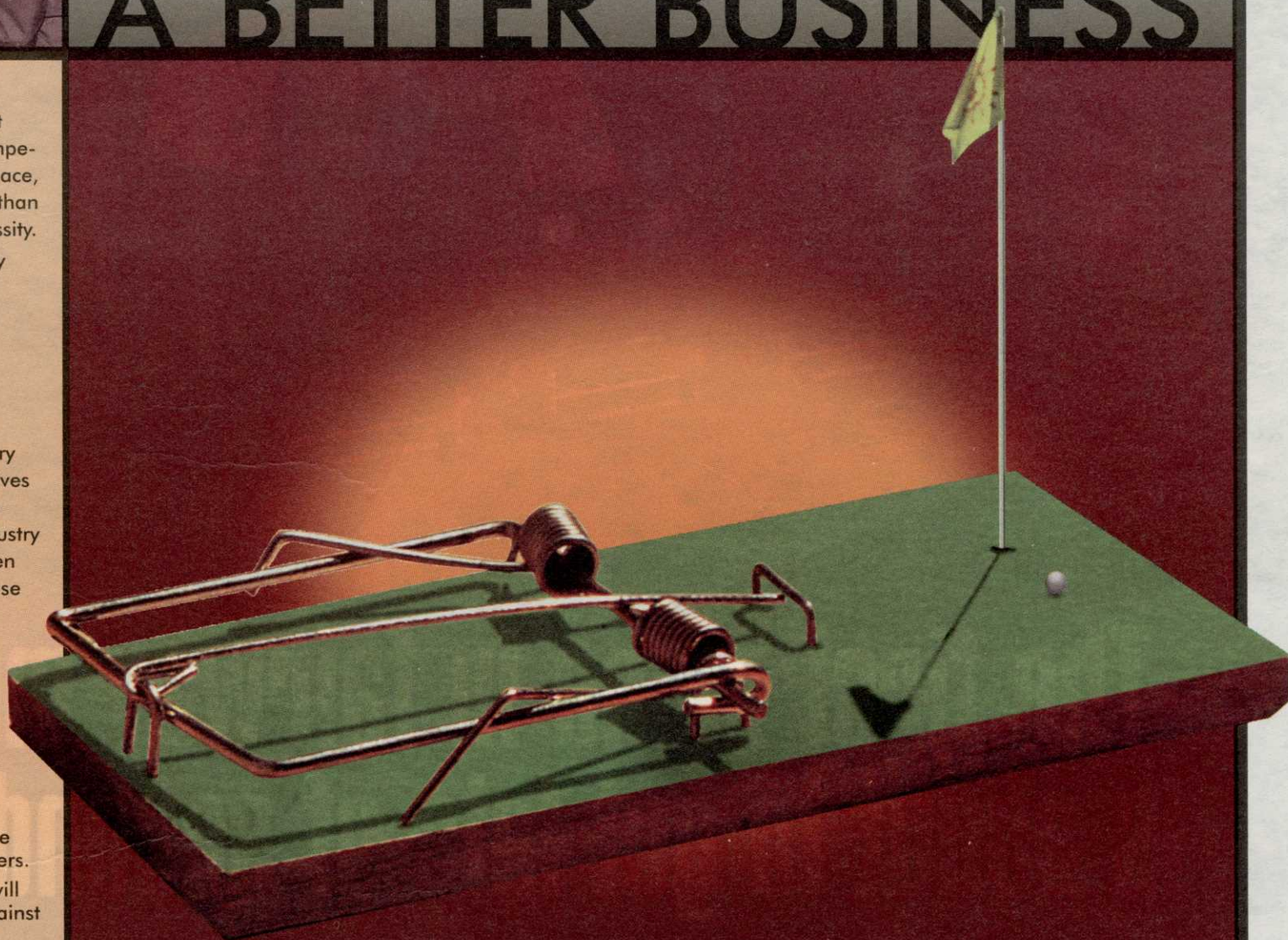
- Add value and prestige to your course without adding to your budget.
- Increase your green fees, increase your rounds, find new profit centers.
- Learn marketing strategies that will help you position your course against competition.
- Cultivate a loyal clientele with improved customer service.
- Run a tighter ship—make better business decisions, motivate your employees, strategize for measurable results.
- Find products, equipment and technology that will help you maximize efficiency.
- Exchange ideas with your peers from across the country.

### Bring your management team.

Public Golf Forum is the only conference in the industry that addresses the concerns of your entire management team. Two full days of seminars, organized into focused tracks, cover every critical area of operation.

- Management and Marketing
- Maintenance
- Development

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**GOLF COURSE NEWS**  
THE NEWSMAGAZINE FOR THE GOLF COURSE INDUSTRY



## PUBLIC GOLF FORUM

A NATIONAL BUSINESS CONFERENCE AND EXPO FOR SUPERINTENDENTS, OWNERS, MANAGERS, AND DEVELOPERS OF PUBLIC-ACCESS GOLF FACILITIES

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**Register by October 1 and save \$100.**

First registration from your company only \$395 (after October 1, \$495).

**Team Discount—save 50% more!**

Each additional registrant from your company only \$199 (after October 1, \$249).

Includes lunches, continental breakfasts, entrance to Vendor Exhibits, Monday Industry Networking Reception and all Conference materials.

# OCTOBER 26 & 27, 1998

## RANCHO LAS PALMAS MARRIOTT RESORT

### PALM SPRINGS, CALIFORNIA





# The first name in fairway mowers is about to get lots of second looks.

From the company that created the first revolution in fairway mowers, here's the second: the 34-hp LF-3400™ and 38-hp LF-3800™. They're built to deliver great looks – and the superior quality of cut you expect from Jacobsen. You get 2- or 4-wheel drive, mowing speeds of up to 7.5 mph and your choice of 5" or 7" reels with our patented FlashAttach™ reel-mount system. Together, they make a powerful, easy-to-operate, easy-to-maintain fairway mower. Not to mention mowing history. For your own second

look, visit your Jacobsen distributor today. For leasing and financing information, visit our Web site or call **1-800-722-TURF**.



THE PROFESSIONAL'S CHOICE ON TURF

**JACOBSEN**

**TEXTRON**

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