

**Penn A-4
creeping
bentgrass
succeeds at
Cypress Lakes**

“We just couldn't keep grass on this green before. I'd worry about keeping the players happy, but now I sleep better at night with Penn A-4 bentgrass.”

“We planted Penn A-4 in the fall of 1994, '95 and '96. We faced very poor grow-in conditions, including two hurricanes, and were still able to open for play eight weeks after seeding all three years. Willie and I have a very limited budget to work with, and have heard the hype about increased expense and labor involved with managing newer bent varieties. With Penn A-4, we've found this simply isn't true. The exceptional putting surface we have obtained here at Cypress Lakes more than outweighs any addi-

tional effort on our part. It's a relief to know we have superior heat tolerance working for us in the south, and on this green in particular where nothing seemed to grow next to our namesake cypress lake. We maintain a 0.125" cut throughout the summer, which makes for a truly consistent year-round putting surface with no adverse affect on plant health. We believe that Penn A-4 will continue to perform for our 18 greens here at Cypress Lakes, and we thank the team at Tee-2-Green for introducing it to us.”



Willie McGeachy, Superintendent

Tom Prewitt, Co-owner

Number 4 green, Cypress Lakes Golf Course, Hope Mills, North Carolina

Tee-2-Green®

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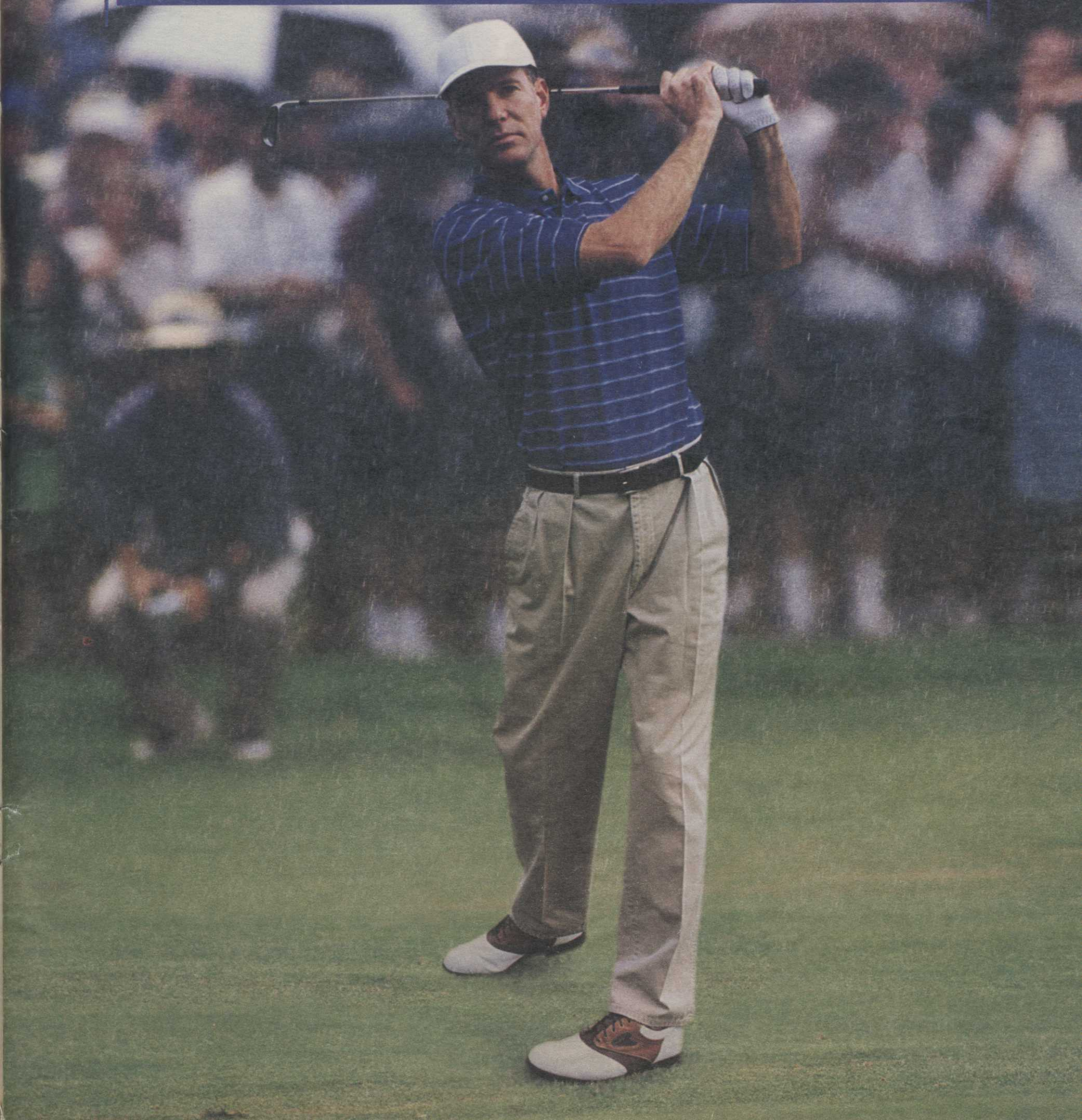
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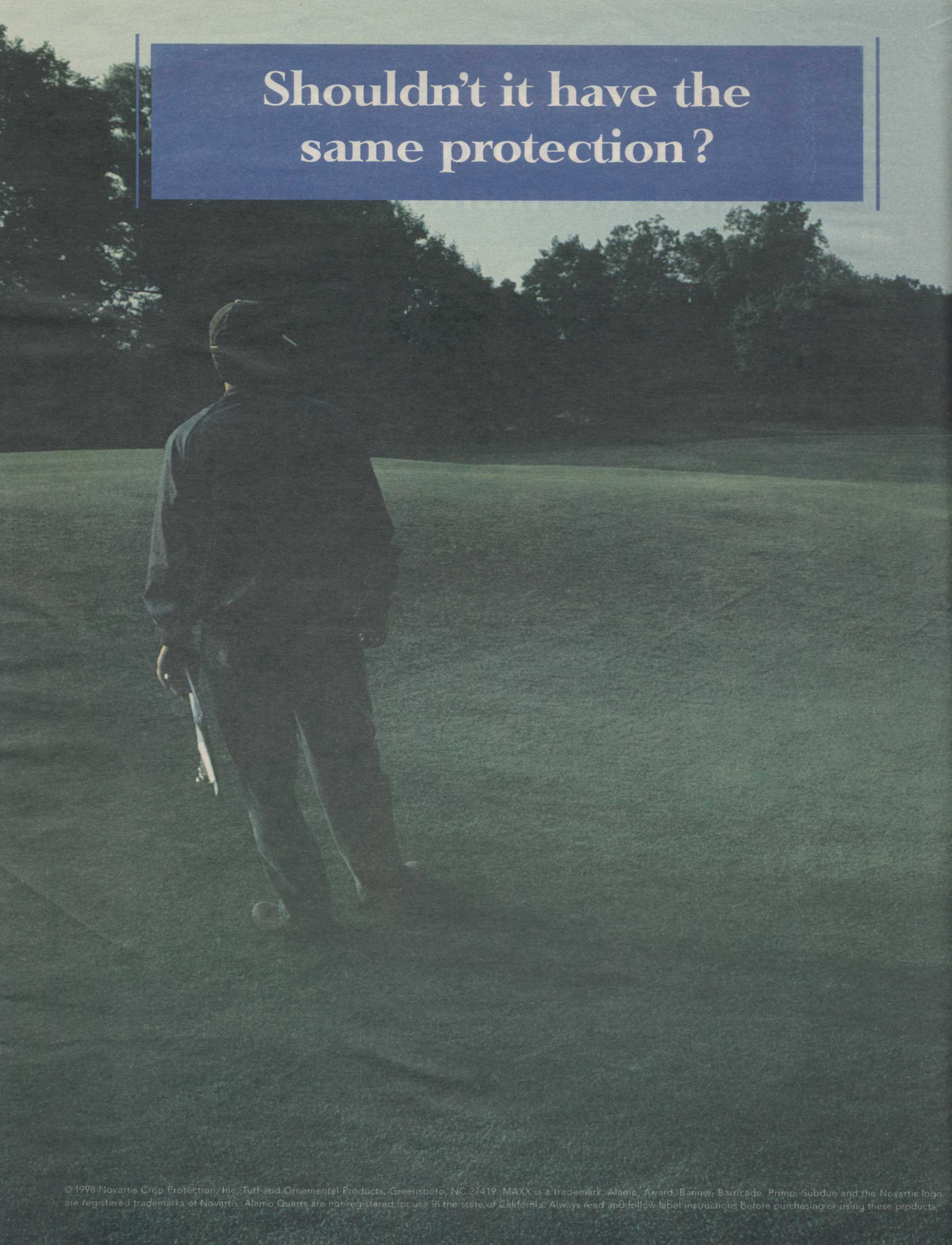
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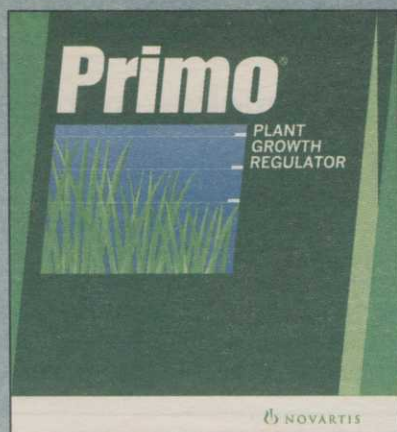
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**Every season your course
endures the same stresses as a
major tournament course.**



A person wearing a dark hooded jacket and pants is walking away from the camera across a large, well-maintained green on a golf course. The background shows a line of trees under a clear sky. The overall lighting is somewhat dim, suggesting an overcast day or late afternoon.

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same protection?



Primo® used for Pre-Stress Conditioning helps keep 120 major tournament courses in championship condition.

Pre-Stress Conditioning with Primo helps prepare your course in advance for an entire season of wear and weather. Which is why 120 tournament courses depend on Primo.

Primo helps create denser, healthier turf for a beautiful, better-playing golf course. By using Primo, you'll help protect your course from the extremes of heat, rain, drought, and heavy traffic; improve your disease control program and even speed divot recovery.



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800-395-TURF for the name of your Novartis Sales Representative. Or visit our website at www.cp.us.novartis.com



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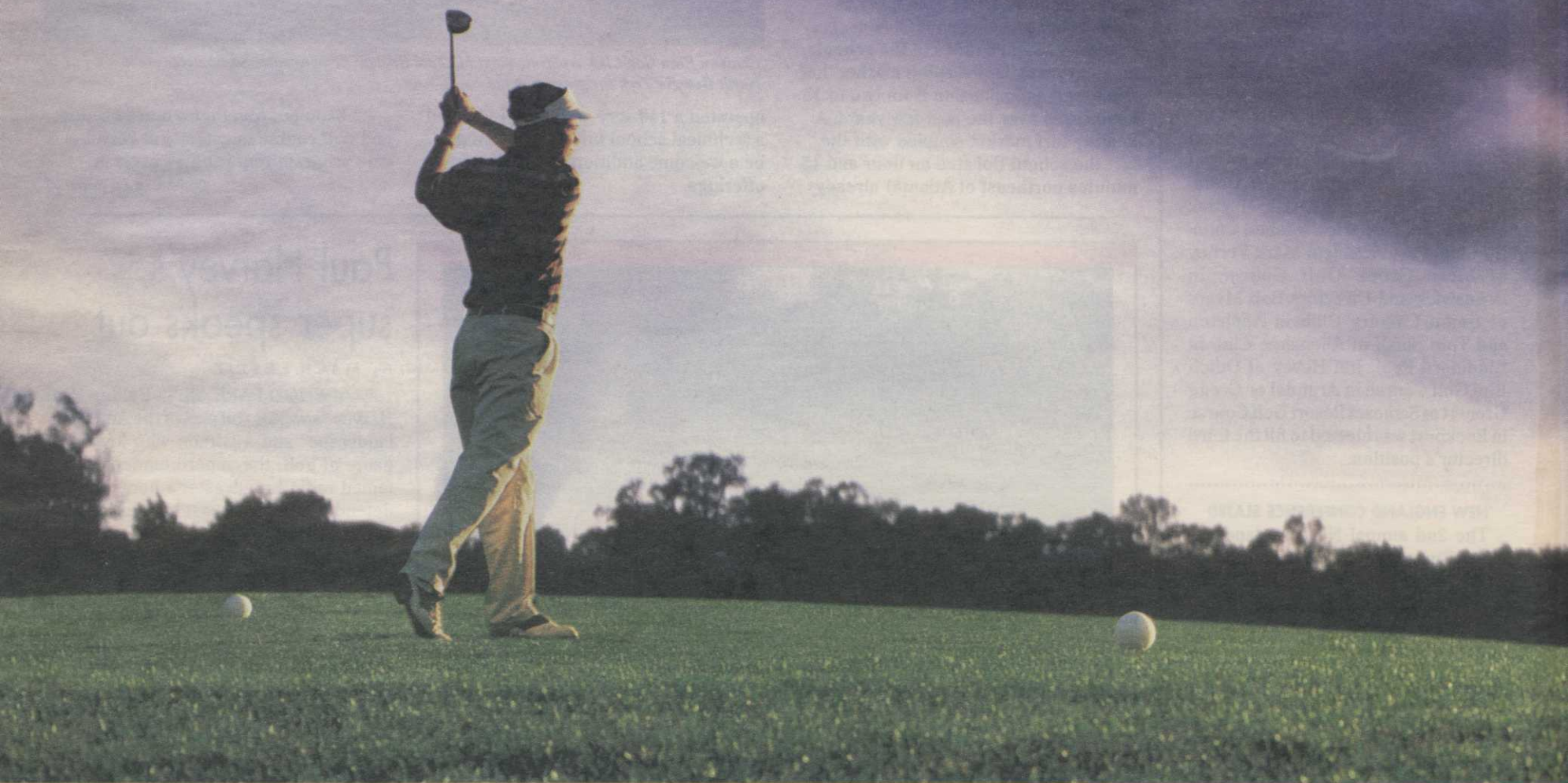
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NOVARTIS

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Some pairings just naturally draw more attention than others. Maybe that's why the buzz around the world is about the new Textron Turf Care And Specialty Products team. Cushman, Jacobsen, Ransomes and Ryan—four great names, each built upon legendary performance, together as one foursome. The unbeatable team.

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Controls most destructive diseases, including Pythium, take-all patch, summer patch, anthracnose, and snow mold.

- **Novel Mode of Action**

Only strobilurin chemistry available that delivers highly effective systemic activity.

- **Reduced Risk Fungicide**

Displays a low-risk toxicological profile for reduced risk to environmental resources.

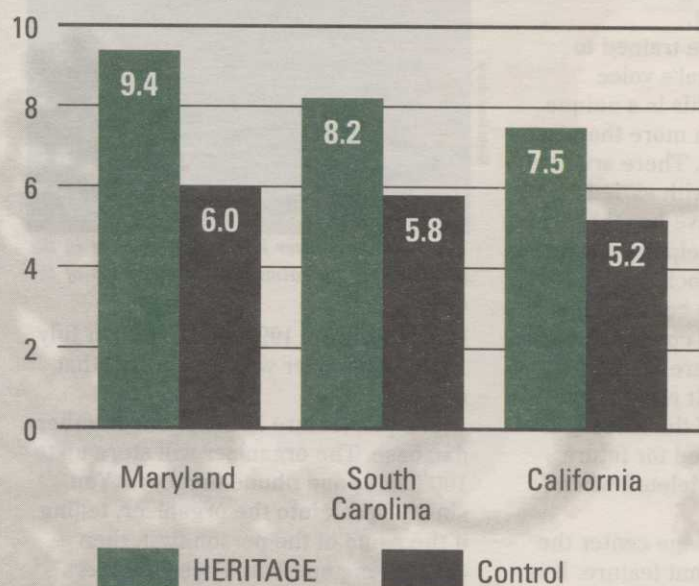
- **Extended Spray Intervals**

Applied at low use rates with longer spray intervals.

- **Improves Turf Quality**

Enhances the thickness and color of turf without stunting or plant growth regulator effect.

Turf Quality (Index 0 – 10)





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COPY FRANK ON THIS!



ALL IN THE FAMILY
Robert Trent Jones Sr. (left) has teamed with elder son Bobby to form a new architectural entity, RTJ Golf Ventures. For story, see page 37.

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Image enhanced but golfers insist on 'green' look

By PETER BLAIS
ORLANDO, Fla. — Most golfers view superintendents as trained professionals and the person most responsible for course conditions — news course managers should find encouraging considering national efforts to elevate their image. Disturbingly, however, few golfers recognize the Golf Course Superintendents Association of America (GCSAA) as the superintendents' national organization. Also troubling was the unwillingness of most golfers to accept poorer playing conditions in exchange for reduced chemical and water use on their courses. According to a recent survey of golfers conducted by the National Golf Foundation.....

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SENSITIVE STROKES

Architect Ron Carl worked sensitively around wetlands at the newly opened Indian River Club located in Vero Beach, Fla. Indian River is only the third course in the world to be granted Audubon Signature status. The course also embodies the Environmental Principles for Golf Courses recently issued at the conference on Golf & The Environment.....

ING!
MORE!
INFO!

Finally someone is steering!

Name designers pull higher dues and green fees

By PETER BLAIS
HARRISBURG, Pa. — Private courses designed by signature architects command higher initiation fees.....

Griffith

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Shima Golf Club in Nigata, Japan, a new design from incoming ASCCA president, Denis Griffiths.

on course costs

By MARK LESLIE
Worried the cost of golf is starting to drive people from the game, the incoming and outgoing presidents of the American Society of Golf Course Architects have presented arguments that would lead developers to make harsh choices about their projects. Picking sides in a point-counterpoint atmosphere, Past President Jeff Brauer of Golfscapes in Houston and new President Denis Griffiths of Braselton, Ga., agreed construction costs have escalated too high but disagreed over the cure. "Ten years ago there were few upscale daily-fee projects," Griffiths said. "Everyone today is doing....."

COPY & NOTE

MAKE THE CALL!

Ciba-Sandoz deal creates new firm: Novartis

By HAL PHILLIPS
Consolidation in the chemical trade continues apace, as Des Plaines, Ill.-based Sandoz Agro and Greensboro, N.C.-based Ciba — both divisions of enormous Swiss conglomerates — have agreed to join forces, creating a \$6 billion agricultural giant. The new entity will be known as Novartis, headed by Bill Liles, head of Turf & Ornamentals at Ciba. The separate identity in a brand name.....

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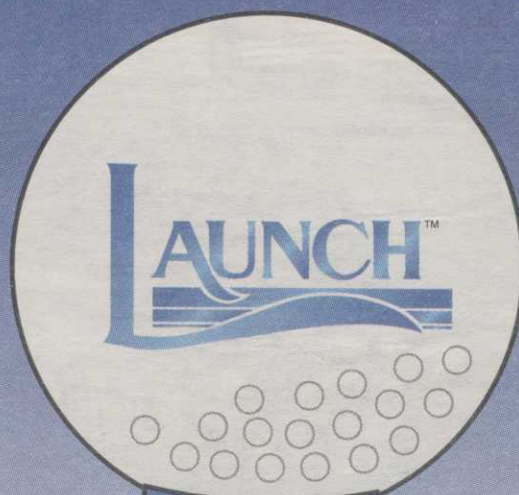
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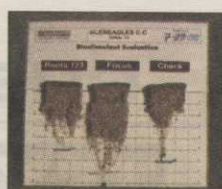
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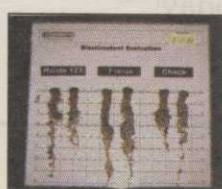
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