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look. It's real cozy. What's more, it carries an impressive name — Augusta Indoor Golf Club — and not just "Biondi's Winter Golf School," or something similar.

### In Heart of City

The club is located right in the heart of the Augusta business district on a ground level floor. The first thing the player sees when he enters the club is a merchandise display which occupies a large area in the main room. Adjacent to this is a carpeted clubroom in which there are tables, a sofa and easy chairs, various kinds of vending machines, a coffee maker, refrigerator and hotdog steamer.

There's a cultural atmosphere here, too, with stereophonic music softening up the background and a well supplied magazine rack, containing a wide range of publication, and providing intellectual fare. Cards, chessmen, checkers and cribbage boards are made available to the patrons and so are two sun lamps. The latter are in keeping with Biondi's policy of not only "keeping your golf swing sharp through the winter but of supplying a Florida tan if you want it."

A door from this room leads to another where a ping pong table is set up in one corner, with the remainder of the room beings used for storage of members' clubs.

### "The Pit" Is Popular

At this point, the golf room may seem almost incidental. But Biondi has one, and a very excellent one, at that. In addition to three regular nets, he has an enclosure for practicing trap shots. Players hit out of a pit that is 10-feet square with bona fide sand that is slightly more than a foot deep. Al reports that one-third of his lessons are given to persons intent on learning how to extricate themselves from traps. "The pit," as he calls it, has led to a spectacular sale of wedges this winter.

A short distance from the trap is a miniature, 9-hole putting green decked out in felt carpeting that approximates the real thing. It has proved to be just about as popular as the trap.

The Augusta Indoor Golf Club is not just a walk-in affair. There is a membership arrangement in which the season assessment is \$25 for men, \$17.50 for women and \$35 for man, wife and family. This entitles the member to use all the club facilities free of charge, although he must pay for his lessons at the rate of \$2.50 per half hour. Non-members are charged \$1.50 for daily use of the nets and clubrooms and \$3.50 for lessons.

Biondi opened his club Dec. 15th after



With the Junior Chamber of Commerce taking over the running of this year's Milwaukee Open, which will be played Aug. 25-28 at North Hills CC, the Miller Brewing Co., has given \$8,000 worth of tournament equipment to the new sponsor. Robert Kaminski (l), Norman R. Klug, Miller pres., and John Ryerson are shown inspecting the equipment which has been repainted and refurbished. Kaminski and Ryerson are on the tournament committee. Miller Brewing Co. formerly backed the event.

promoting it through newspaper ads and by holding an open house. More than 200 persons came in to look over the club the first day and within two days about 80 people took out memberships. Today Al has around 175 golfers who are regular members. He has followed up from time to time with newspaper displays that advertise both the club facilities and the golf merchandise that he has for sale. One upshot of his winter activity has been to sell more than a dozen sets of clubs that will be delivered when his members are able to get outside to play.

The Augusta winter club is open seven days a week—from 10 until 10 on weekdays and from 10 until 6 on Sundays. On numerous occasions, Biondi has given free clinics or shown golf films to stimulate interest. He also has been able to work in a good deal of group instruction. He has, for example, two groups of women who practice and take lessons each week with these sessions being broken up by a coffee and doughnut break. Group instruction for men usually is held in the evening or on weekends.

As for expenses involved in running a winter club, Biondi cites these in addition to his capital outlay for nets, tables, chairs, etc.: Rent, \$125 a month; Electricity, \$30 monthly; Telephone, \$15 a month; and cleaning of the clubrooms, \$75 a month.

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Its high grade synthetic rubber tube is reinforced with two braids of high tenacity rayon yarn to withstand pressures in excess of 600 pounds per square inch (far more than city main or ordinary deep well pressures). And it provides remarkable resistance to hardness due to dissolved chemicals and minerals often found in watering systems.

But, even more important, Super-20's high tensile cover is made of Hypalon—Du Pont's newest synthetic rubber. It is oil resistant. Weather resistant. Ozone resistant. It resists abrasion and sunlight

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Super-20 is available in 1" and 3/4" diameters. It comes in Golf Course Green in 25, 50, and 100-foot coupled lengths and 100-foot uncoupled lengths. Unquestionably the finest heavy duty water hose ever made!

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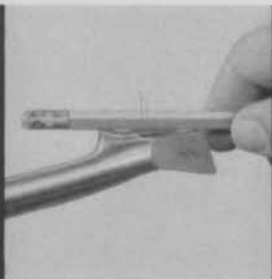
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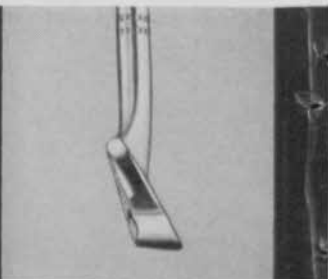
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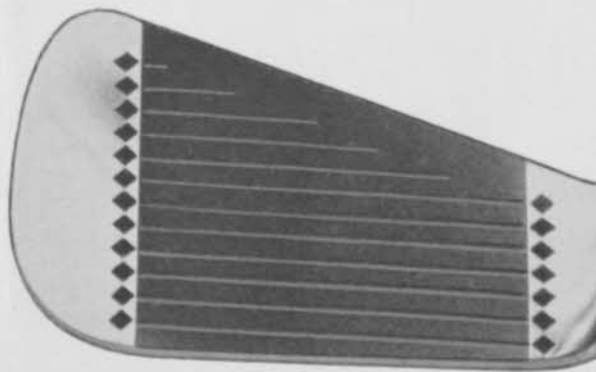
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*The Par 3 Course-*

# Not A Stopgap, It Has Appeal All Its Own

By **BEN CHLEVIN**

Public Relations Director, National Golf Foundation

**T**HERE are more than 300 Par 3 courses in operation in the United States. This includes the 38 opened for play last year.

They range from very basic layouts, built on just a few acres, to elaborate, small scale country clubs with clubhouses and pro shops. They include private, semi-private and daily fee operations, municipal courses, military, school, resort or hotel layouts and courses built at VA hospitals.

Most have been built and opened for play since World War II, and especially during the last ten years. However, the idea of Par 3 golf is by no means new. One resort course, according to the National Golf Foundation, has been in operation since 1900!

## Two Surveys Conducted

Five years ago the Foundation conducted a survey of Par 3s then in play to determine what characteristics these operations had in common. It was found that there was a wide variance among such courses in design, costs of construction, maintenance, operation and in the amount of play on each. The Foundation conducted a second survey one year ago and here are some facts it revealed:

The average 9 hole municipal Par 3



course is 12 years old, is 986 yards in length, is built on 12 acres, has an average season of 8½ months, averages almost 18,000 rounds per season, costs an average of \$24,166 to build, costs \$14,467 in turf maintenance and grosses \$12,833 annually in golf sales.

These are averages. More interesting is the range from high to low in each of these information categories. In age, these courses range from 1 year to 35 years. Yardage runs from 588 to 1385. The smallest is built on 5 acres, the largest on 30. The least active operation racked up 3,412 rounds of play in 1958, the most heavily played showed 65,000 rounds. They cost from \$3,000 to \$90,000 to build. Annual maintenance costs run from \$2,000 to \$40,000. Golf shop sales were reported from a low of \$1,500 to a high of \$35,000.

## No 'Typical' Par 3

Obviously, there is no such thing as a 'typical' par three course. Several years ago I visited a very successful 18 hole semi-private course built on 7½ acres in East Paterson, N. J. The shortest hole was 40 yards in length; the longest, 80 yards. After looking over the layout I agreed to play three holes to test the greens. I wound up going the full route! By the time we reached the second tee my foursome



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(which included the grinning course mgr.) had all kinds of wagers going and I found myself earnestly talking to each putt!

At the other extreme, I visited a 9 hole semi-private Par 3 in the Midwest some years ago where the golf pro explained that none of the holes were under 125 yards in length . . . "because anything less than this distance is not a full 9 iron shot — it just wouldn't be golf" This course was built on 20 acres — nearly six times the area of the East Paterson course and included some holes with the full 250 yard USGA limit set for par three holes. During our tour I noticed a pile of cast iron electric light poles rusting at one side of the course. The pro explained that the owner had purchased over \$1,000 of those poles with the idea of lighting the course for night play. He changed his mind after deciding that the added wear and tear of night traffic would be too much for the greens. Apparently, the owner, who enjoys a considerable local reputation as a successful businessman, must have been doing very well to casually write off more than \$1,000 in light poles and an undetermined added revenue in night play.

#### Cost Comparisons

A Par 3 calls for a  $\frac{1}{5}$  to  $\frac{1}{3}$  investment in real estate in comparison to a regulation 9-hole course. That is an important factor today in the face of steadily rising land values and keen competition for land use. It means that the Par 3 costs less to build. A regulation course, for instance, will cost from \$5,000 to \$10,000 a hole to build, exclusive of land cost. Everything else being equal, a Par 3 can be built for about one-fifth of this amount.

Smaller land area also means lower maintenance and operating costs. A regulation 9 may require a full time maintenance crew of from four to six men. A 9 hole Par 3, depending on acreage involved, may need only one or two fulltime workers to carry out the required work schedule.

Because the Par 3 can be lighted the traffic capacity of the course can be increased as much as 30 per cent or even more. The 9-hole municipal Par 3 operated by the City of South Gate, Calif., installed a lighting system at a cost of \$14,500 after the course had been in play slightly more than one year. The resulting 32 per cent increase in play during the following 14 months paid for the lights .

#### Do Golfers Like Them?

What do golfers think of the Par 3 course? They like it. They like the fact that it takes as few as 45 minutes to nego-



Mike Serino, pro at Ft. Jackson (S. C.) Army base, observes putting form of Frank Eldridge, a recruit who won Southeastern Amateur last year and was a member of University of Georgia golf team for three seasons. In winning the Southeastern, Eldridge a 6-month reservist, defeated such well known amateurs as Tommy Aaron and Arnold Blum.

ciate a short 9 hole course; as little as 1½ hours for 18 holes. Women and junior golfers, steadily increasing during the post-war years, find the Par 3 course an ideal place to try the game and to improve their skill at it. Many short course beginners would think more than twice about venturing onto a regulation golf course where their lack of skill and slowness would draw complaints from veteran players.

Private and semi-private clubs as well as municipal golf depts. have built Par 3s adjacent to the regulation course — to take the overflow from the big course on busy days. Yet they find that the short course is often just as busy on the so-called 'slower' days.

So perhaps the Par 3 is not a substitute for the regulation course. It may be built with this purpose in mind but it soon develops an appeal all its own. After a period of time the Par 3 complements the regulation course, and vice versa.

These are all good reasons why the short course is popular. But most important of all is the contribution the Par 3 course makes to the entire community by providing everyone with the opportunity to play golf. Senior citizens can continue the game they can no longer play on the lengthier, more physically demanding regulation courses because of age or health reasons. Youngsters and women can learn the game under conditions better suited to their physical capacities yet closely approximating the 'big' game they aspire to.



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### Ill Wind Hits Fircrest

A freak windstorm that blew into Tacoma, Wash., a short time ago threatened to blow Fircrest GC there into the next state. Between 50 and 60 trees were uprooted, at least half of them the size shown in the photo. Most of the damage was done in the vicinity of the 13th green where Pro John Rudy ruefully surveys the damage. Two big tournaments are scheduled for Fircrest this year: the National Lefthanders' Championship, Aug. 2-5, and the Carling Open, Sept. 15-18.

## USGA Lists Conditions for Open Qualifying

Seventy-one qualifying competitions will help determine the 150 player field for the 60th USGA Open at Cherry Hills CC, Englewood, Colo., June 16-18. Qualifying again will be in two parts, local and sectional, with all rounds over 36 holes. Entries must reach the USGA's office, 40 E. 38th st., New York 16 by May 4th.

The double qualifying system was started last year to give more opportunity to the most capable players to prove their skill. In 1959, a record 2,385 players filed entries for the Open.

After local qualifying, the eligible field for the 12 sectional events will approximate 20 per cent of the total entries, excluding those who are exempted from the qualifying trials.

#### \$50,000 Prize Purse

The Open itself will carry a record purse of around \$50,000 for pros. The winner's share will be \$12,000. The lowest professional scorer in the sectional qualifying tournaments will receive \$100, subject to division caused by ties.

This is the second time the Open will be played at Cherry Hills. The first, in 1938, was won by Ralph Gudahl.

Players exempt from all qualifying include: Jack Fleck, Cary Middlecoff, Dick

Mayer, Tommy Bolt and Bill Casper, Jr., winners of the Championship in the last five years; Ten low scorers (ties included) in the 1959 Open: Casper, Bob Rosburg, Claude Harmon, Mike Souchak, Doug Ford, Ernie Vossler, Arnold Palmer, Ben Hogan, Sam Snead, Dick Knight, Ted Kroll, Gene Littler, Fred Hawkins and Dow Finsterwald.

#### Exemptions Listed

Exempted from local qualifying are: former Open champions, former USGA Amateur winners; former PGA champions; former British Open champions; members of 1959 Walker and Ryder Cup teams; 20 low scorers in the '59 Open; 20 low scorers in 1959 PGA Championship; and 20 leading money winners on the pro circuit as of May 4th. In the 20 low scorers and money winners categories, those who are tied for 20th are included.

#### Ohio GCSA Elects Monical

Nelson Monical, Portage CC, Akron, has succeeded Robert Fannin, Kirtland CC, Willoughby, as pres. of the Ohio GCSA. Other new officers are Colin Smith, vp and John Spodnik, secy-treas. Dirs. are Earl Yesberger, Monical, Charles Winch, Stan Graves, Robert Pontius, Colin Smith, Fannin and Mal McLaren. Ohio GCSA has launched a monthly turf newspaper that is being edited by McLaren and Graves.