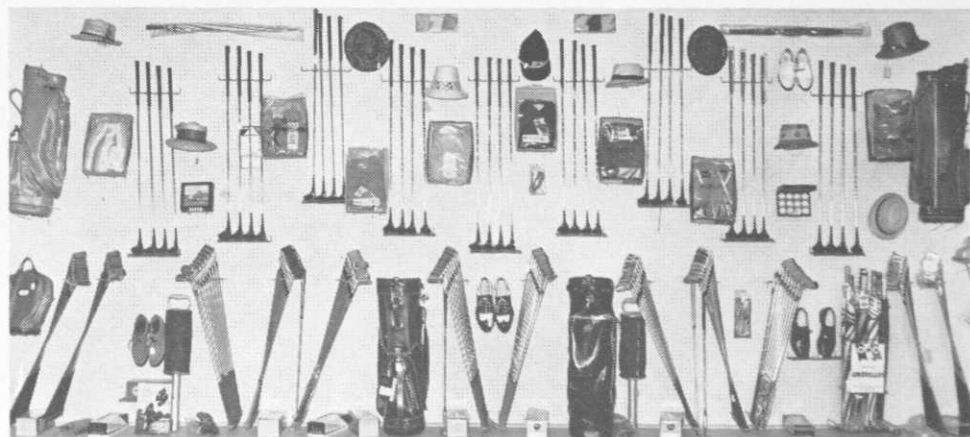


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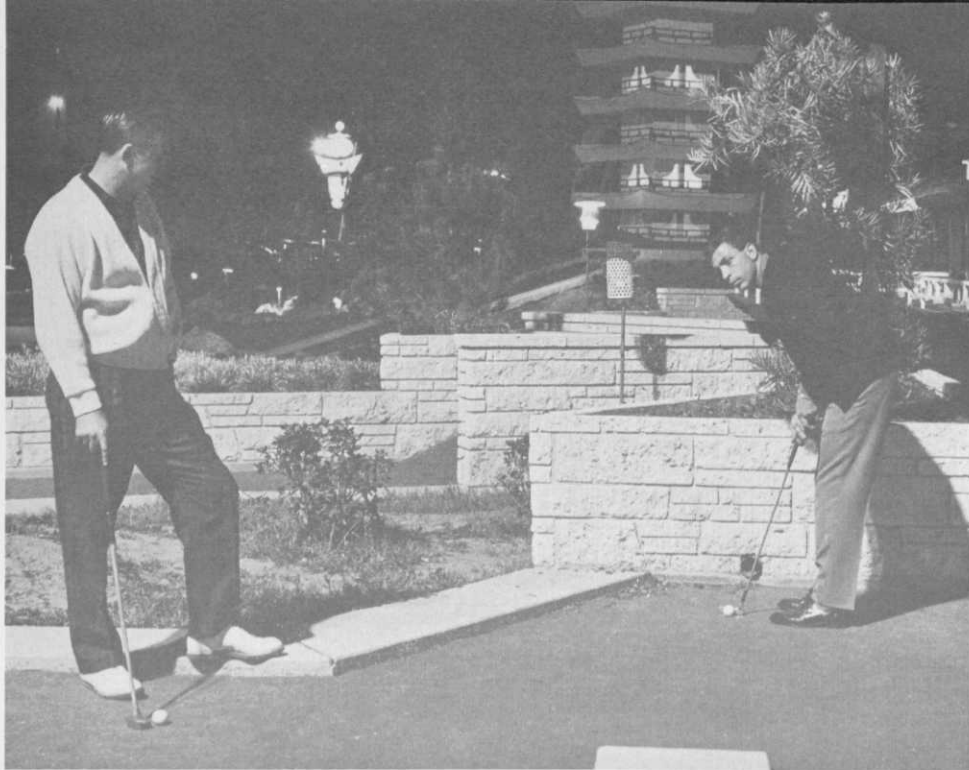


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Pagoda in background is part of Japanese motif that provides setting for Alma GC's miniature course.

Lights Make Difference

How New Par 3 Outdraws Eight Others in San Jose

By **RON STREIBICH**

In a 20-mile radius of San Jose, Calif., eight Par-3 and pitch-and-putt courses are competing for the golf dollar of area residents. Last summer another Par-3 was introduced to the locale and it immediately began to outdraw all other links in this highly-competitive market.

The new Alma GC is attracting more players because, among its competitors, it has the only illuminated golf center, and the only layout with lighted Par-4 holes.

The advantage of a center is that a driving range, miniature, putting green and chipping area present more activities which obviously draw additional people. The higher attendance and extra fees permit a quicker payoff of investment in construction, lighting, landscaping, pro-shop and snack bar and form a basis for bigger

profits in coming years.

Lighting the Par-3, of course, and other areas generates great interest in play after dark. Addition of lighted Par-4 holes to the Par-3 layout moves it one step closer to the regulation game of golf, making the course attractive to the seasoned golfer as well as the youngster and beginner.

Near-Capacity Play

The effect of these three factors on Alma is shown by the fact that of the 700 players the center draws on a Saturday or Sunday, over 60 percent of them come at night. The Par-3 alone attracts about 200 per night. The maximum it can accommodate is 216.

Further evidence of success is indicated in financial figures divulged by the corporate officers, Sam L. LoBue, president, Yoshio Katayama, vp, and D. M. Borelli. These men say that Alma represents an

New Concept in Motorized Golf **MASTER CADDY**

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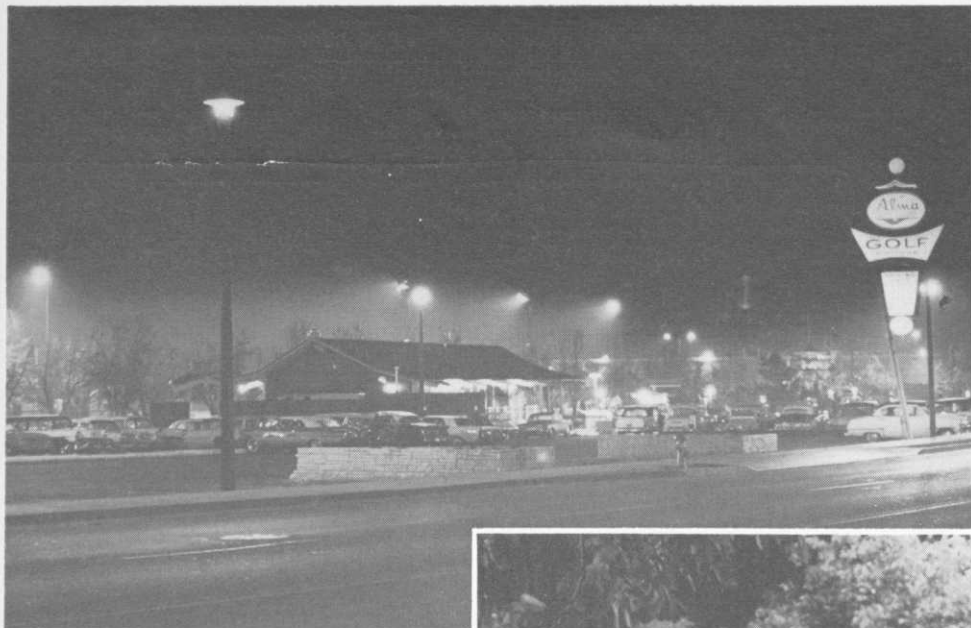
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Alma is a busy place when lights are turned on as above photo indicates. Interesting lighting effects (right) are made possible through wide use of trees. Owners report that their system isn't plagued by glare and players have no trouble following flight of the ball.



investment of about \$300,000. It was obtained through personal funds and various bank loans. They expect the investment to pay off in around five years.

Putt for FREE

The aim at Alma is to attract players to the Par-3, and then count on them and also non-golfers to spend some time at the driving range or one of the other golf activities. Some of these activities — the putting green and chipping area — are free to encourage people to go on to the range or course to try their luck.

The main course is a 9-hole, 1,780-yard, Par-30 layout which is lighted until around midnight. It costs \$1.25 for nine until 6 p.m. and \$1.50 for the evening "rush hour." Several holes are thickly lined with trees and every hole has at least a few trees, sand traps and bunkers. A river bed parallels two fairways. Greens and tees are large and expertly cared for. Landscaping is especially attractive and includes two artificial lakes and a waterfall near the 9th tee.

The 60-tee driving range is cut out of an orchard, providing a scenic and protective border for the 300-yard long, 100-

yard wide area. A bucket with 60 to 70 balls costs \$1.00, while 30 to 35 balls go for 50 cents.

Has Chipping Green

The huge putting green has 18 holes and can accommodate around 36 at one time. A 60-yard square area with a small green and flag is also available for players who can practice anything from chips to half-wedges. Both of these facilities are free.


Rounding out the golf center is an extremely interesting and attractive 18-hole miniature course. Its motif is that of a Japanese garden including pagoda, lantern and waterfall. Fees are \$1.00 for adults and 50 cents for children.

Alma uses a total of 126 General Elec-

(Continued on page 134)

Jacobsen

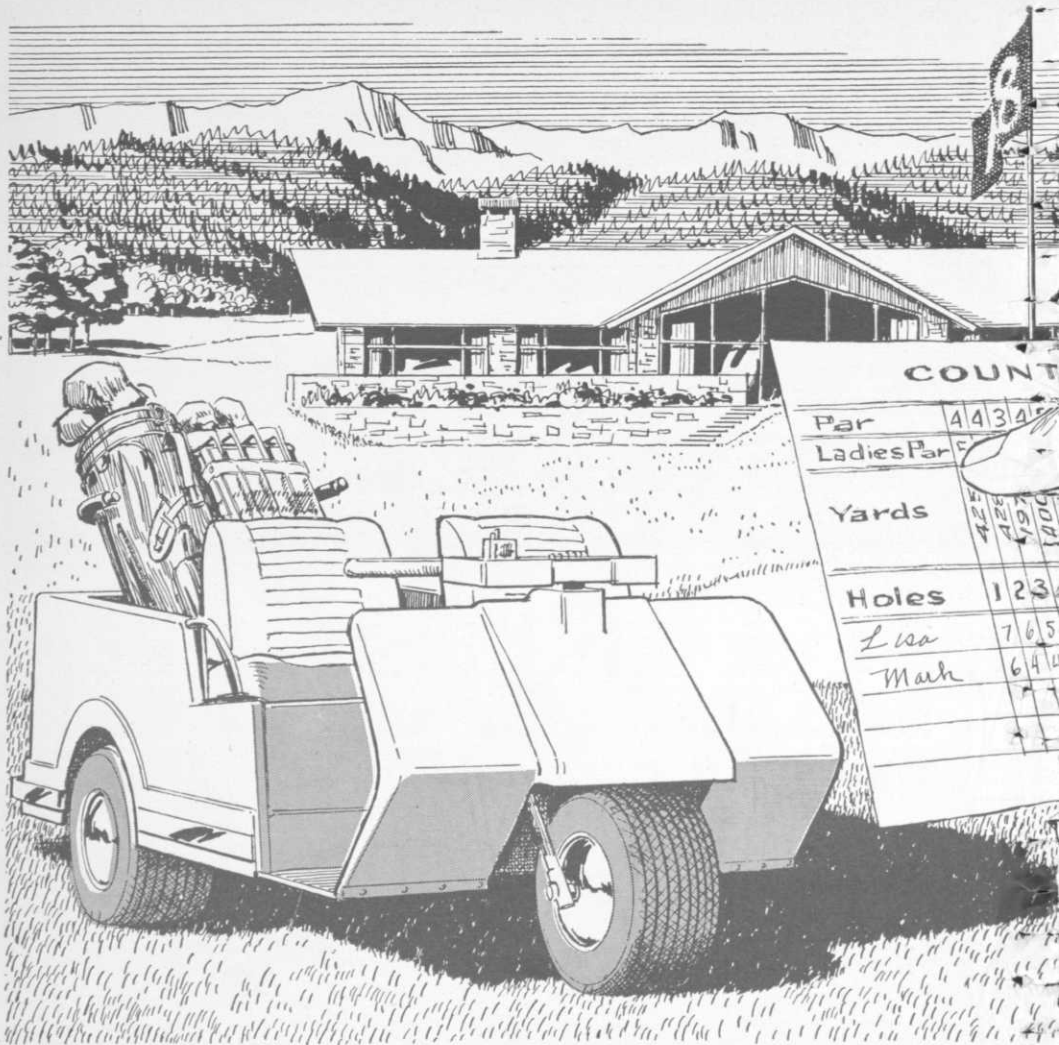
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COUNT	
Par	4434
Ladies Par	
Yards	
Holes	123
Lisa	765
Mark	644

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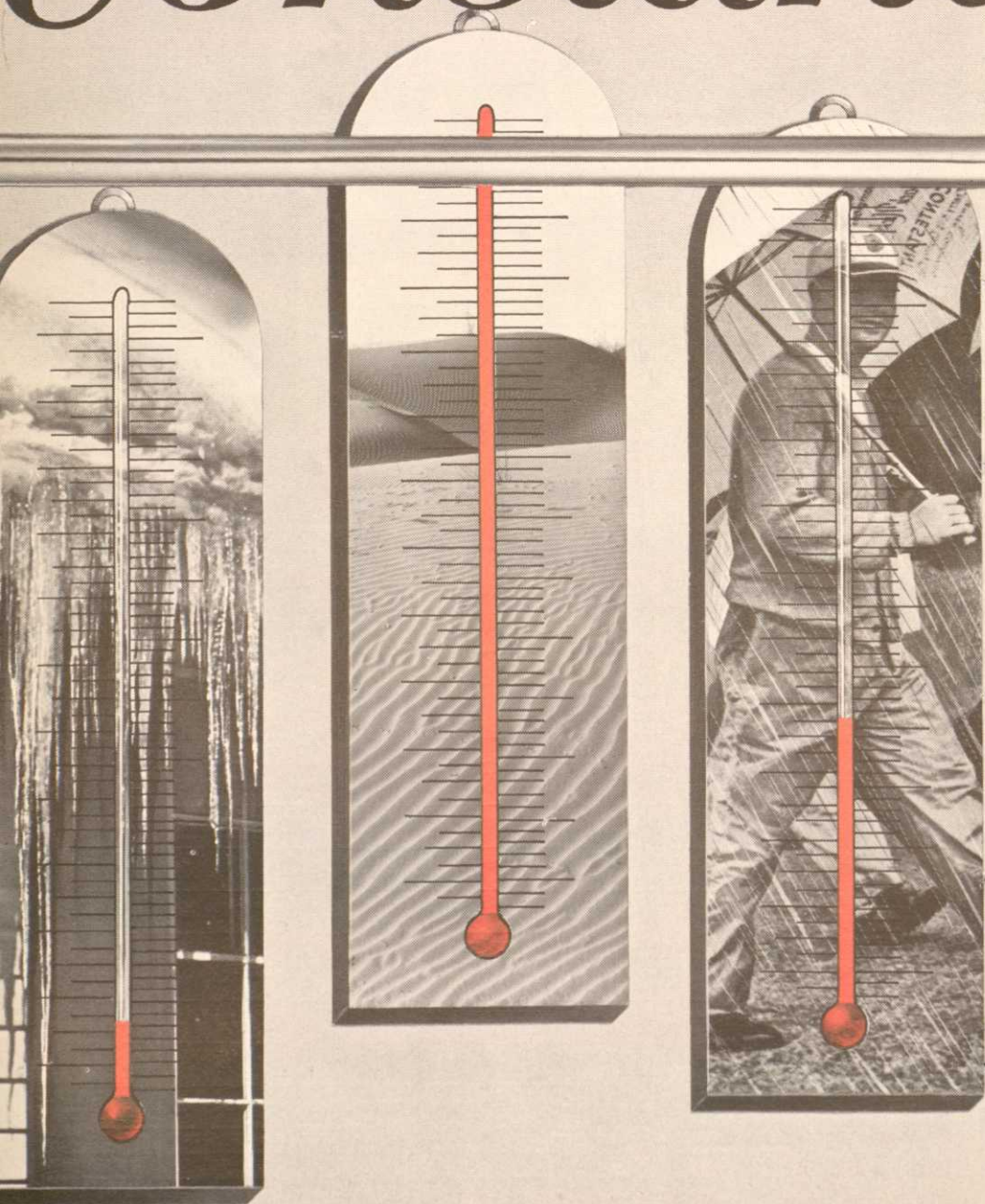
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You should know the score on golf cars, too

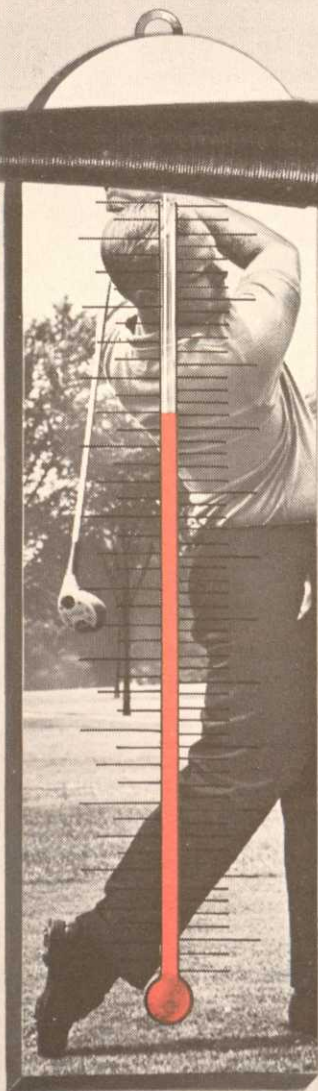
Standard Equipment Value Feature *	car:	car:	car:	car:	car:	car:	(offer electric cars only)		
	H-D	C	T-B	T	S-R	P	V	E-Z-G	M
1. Choice of power	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No
2. Automatic engine stop/start with foot pedal	Yes	No	No	No	No	No			
3. Quiet 2-cycle engine only 3-moving parts	Yes	No	No	No	No	No			
4. Comfortable bucket seats	Yes	No	No	No	No	No	No	Yes	No
5. Automatic parking brake release	Yes	No	No	Yes	Yes	No	No	Yes	No
6. Dual position bag carrier	Yes	No	No	No	No	No	No	No	No
7. Telescopic front fork suspension	Yes	No	No	No	Yes	No	No	No	No
8. Tiller to front wheel steering reduction	Yes	Yes	No	Yes	No	No	No	No	No
9. Removable tail gate	Yes	No	No	No	No	No	No	No	No
10. Fiberglass body (elec. car)	Yes	No	Yes	No	Yes	Yes	No	No	No
11. Fiberglass body (gas car)	Yes	Yes	Yes	No	Yes	Yes			
12. Low pressure 9.50 x 8 tires - standard	Yes	No	No	Yes	No	No	No	No	No
13. Easy-service tilt-back body	Yes	No	No	No	No	Yes	Yes	Yes	No
14. Durable Disc brake	Yes	No	No	No	No	No	Yes	No	No
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Harvey Hardin, Tom Mascaro, Donna Caine, L. R. (Bob) Shields and Sherwood Moore of the exhibit committee snipped the ribbon that let the thundering horde move in on the manufacturers' displays.

(Left) John Gaughenbaugh of the Hi-Lo Desert host group gets his official decoration from Donna Caine, convention hostess. It is interesting to note that Donna, a part time model, has a fulltime job as an animal trainer at the San Diego zoo.



Spectacular exterior elevator, that delivered conventioners to oasis on the fourteenth floor, served as a landmark for those who may have wandered from the El Cortez and had trouble finding their way back.



George Lanphear, G. A. (Bud) Turner and Bud Blakely also were members of the Hi-Lo Desert committee. Lanphear ran GCSA golf tournament; Turner headed women's activities committee; and Blakely was the official greeter.



Three veteran turfmen, all unidentified, seem to be pleased to be away from the daily routine. It's probably because they didn't have to get up early.