



Aerial view of Lloyd's golf establishment, showing clubhouse and practice putting green in lower right, driving fairway straight out from clubhouse (flanked by 85 ft. fence) and the 9-hole short course shown center, left and top in photo.

## Lloyd's \$500,000 Golf Plant Gets Tremendous Play from Portland Golfers

**G**OLF practice ranges located where they can be patronized conveniently by war factory workers are getting a play that demonstrates golf has a potential market far greater than that the game had prior to the war.

These workers now having incomes that permit recreation, and being under strenuous and exacting schedules in war material production, feel the need of a change of physical activity. What has especially surprised practice range operators situated so they get factory workers' play is the comparatively large percentage of men in their 30s and 40s who are taking up golf via the practice range tees and the large number of young women work-

ers who are getting into the game at the ranges.

Although gasoline rationing and blackouts have sharply reduced driving range business in the east, there still are range operators in that section who are located in neighborhoods where they have been getting rather heavy play in the daytime from factory night workers.

In the central states and west, range operators who are located in good spots and who have something to attract, other than clubs, tees, and buckets of balls, frequently have been getting more business than they can handle on their tees. The way in which golf can be tremendously popularized by practice ranges is shown

Free golf for all-day or twilight play is given to members of the Beacon Golf Club who provide transportation for other members of a foursome to any of 10 fee courses near Berwyn, Ill. The Beacon club is a newspaper promotion enterprise of the Berwyn Beacon. The fee course owners are watching the new arrangement with considerable interest as a possible solution of the transportation problem. Early response has been good.

1.....	250.....	4
2.....	85.....	3
3.....	210.....	3
4.....	160.....	3
5.....	145.....	3
6.....	150.....	3
7.....	285.....	4
8.....	95.....	3
9.....	205.....	3

by the far-famed Lloyd Golf Course and driving range at Portland, Ore.

This great establishment was started in 1929 by Ralph B. Lloyd of Los Angeles. Lloyd is a wealthy man of considerable vision and courage with his money. He has invested more than \$500,000 into this recreation plant located at Northeast 12th and Irving streets, in the geographical center of Portland, and only a few minutes away from the downtown business district.

Without involving a transportation problem the Lloyd establishment can be reached easily from any part of the city. And when the customer gets there he—or she—is at a recreation center that compares with most of the roadside driving ranges as a villa at Palm Beach compares with a weather-beaten wood two-seater out back.

The building, the short course, the range, and the outdoor and indoor facilities are plenty to make the Lloyd place draw business, but a very lively and smart business man pro golfer, Joe Mozel, makes certain that Lloyd's gets patronage by continuously conducting a campaign of advertising and promotion. Joe is manager of the Lloyd establishment and is head professional there. He's also inventor of an automatic electric golf ball teeing device used at the Lloyd range and being put on the market generally when the war halted extensive production and promotion plans that had been made.

### Has Downtown Golf School

Joe also has a downtown golf school. He's a hustler and so well thought of by pro golfers of his territory that they made him president of the Oregon State PGA. Joe started in with the late Chandler Egan. He's been with Lloyd for the past 8 years as operating manager.

The practice range has an interesting arrangement of greens and traps as may be seen from the aerial view accompanying. The 9-hole course has a yardage of 1,585 and a men's par of 29; the holes being as follows:

Women's par is 31, the third and ninth holes being allowed a stroke over men's par 3.

The Union Pacific tracks run through the property. At the fifth hole there is a bridge across the tracks. There also is a passage under the tracks between the two sides of the course. The greens are fairly large-sized and are well trapped. They are bent. Fee for playing this course is 30c for 9 holes. Over an average weekend the course will handle about 400 players.

### What a Two Hours!

The course is built on what was formerly nothing but 30 acres of unsightly land. It presents a most enjoyable round to the novice golfer and a real test of golf to the better player. A business man may leave the office at noon, play nine holes of golf, have a steam, shower and massage in Lloyd's well equipped physical conditioning department, enjoy a lunch in the famous Ireland restaurant located in the clubhouse and be back at his desk by 2:00 o'clock. Lloyd's has become the established meeting place of various clubs and civic organizations. It is permanent headquarters for the Oregon State PGA, the Public Links Golf Assn., the Business Women's Golf Assn., and the Women's Public Links Golf Assn.

The driving range projects along the east side of the clubhouse. It is a modern practice range fully equipped with 14 automatic tees under cover, open day and night, rain or shine, all the year around. When these tees were installed in June, 1935, it became the first driving range in the United States to be so equipped. Here on the practice range with proper instruction, many outstanding golf stars have been developed. Among them is Joe Mozel's sister, Mrs. Mary Mozel Wagner who won the Pacific Northwest Golf Assn. title in 1940; H. E. Ferguson, senior city champion in 1941; Steve Milich, who was Oregon State boy's champ in 1941. Milich also represented Portland in the National Public Links Tournament at Spokane last year, being the youngest player (15 years) ever to compete in this event.

An interesting feature of the range is

its 85 ft. high fence running for 240 yards on either side of the fairway. This fence, built at a cost of \$10,000, is the highest fence in the world.

A spacious, lighted putting green adjoins the front of the clubhouse. Patrons may practice day or night.

The physical conditioning department is equipped with a tile steam room, tile shower room, electric cabinet, ultra-violet ray health lamps and infra-red lights. A trained masseur and conditioner is on duty at all times. Two large banquet rooms and dance floors are located in the upper portion of the clubhouse.

Lloyd has recently completed a 92 unit apartment house, overlooking the golf course, at a cost of \$500,000.

## University of Mexico Opens New Golf Course

UNIVERSITY of New Mexico at Albuquerque opened the first 9 holes of its new golf course June 12. The second 9 will be completed by early fall. J. C. MacGregor, is business mgr., Wm. H. Tucker, greenkeeper and Lewis M. Martin, pro of the attractive establishment which is available for play not only by students and faculty of the University but by citizens of Albuquerque.

The course was begun by the University and the WPA in the early summer of 1941. It has 120 acres not far from the geographical center of the city. Wm. H. Tucker, sr., well known architect, designed the course, supervised its construction and remains as its greenkeeper.

In addition to WPA funds, the course financing was done by revenue bonds to be retired from net operating profits of the course.

A temporary clubhouse is provided, as construction of a very attractive adobe clubhouse of characteristic regional design was postponed by the war.

Water for the course is supplied by the University's Water Supply Project. Considerable water will be required by the course. The turf problem in this part of the country begins with dense soil that required fine cinders and manure in preparation of fairway seedbed.

Green fees for the first 9 holes are 25c week days and 35c Saturday, Sunday and Holidays. Annual memberships are sold for \$25 (Fed. tax included). Monthly individual membership is sold to men of the Army Air Base for \$3 (Fed. tax included).



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