



Battery of Mozel automatic tees at Lloyd range. Private lesson tee is behind curtain in rear.

Mozel Sees Super-Ranges As Golf's Big New Business

By HERB GRAFFIS

JOE MOZEL is a businessman pro with a lot of imagination and determination. As operating head of the far-famed Lloyd golf course and practice range Joe's reputation as an authority on practice ranges has become international.

The Lloyd establishment is only 5 minutes from downtown Portland, Ore. It's the most successful recreation plant in the world, that's built around a golf practice range. The restaurant does a big business with individuals and business and social groups because of the added attraction of golf as well as because of its location.

The compact course provides a good variety of shots. Under normal peacetime conditions it got profitable play at night as a lighted installation.

But it's the practice and instruction facilities of the range that has demonstrated its lively business-getting power in wartime as well as in peace. Mozel's management has proved that it is possible to make a golf practice range big business. The range by itself may not be enough to pay a profit on a rather heavy overhead of fixed charges of land, but the range and the food and beverage attractions are complementary and provide the basis for a highly profitable enterprise if conducted in a bright, modern manner.

Joe has made an extensive study of the golf practice range situation over a num-

ber of years. He probably knows more about practice range operation than anybody else in the country. Or at least as much.

Range As a Big Earner

He maintains that the installation of modernly equipped driving ranges with an adaptation of clubhouse facilities would provide a plant that would have earning capacity comparing very favorably with parking lot installations in some metropolitan areas. That belief takes into consideration a fairly substantial investment in the golf and restaurant establishment, whereas the parking space investment generally is merely in preparing the parking surface and erecting a shack for the cashier and car-runners.

But the big field for the postwar golf practice establishment of the sort patterned on the profitable operation of the Lloyd plant, Mozel declares, is on the outskirts of a town or city where transition is bound to occur from roadhouses to recreation plants. Mozel has had architects prepare plans and specifications for the ideal plant of this type. Capital is being interested in establishing a chain of the plants at good locations on heavily travelled roads.

Restaurant people have become interested in the Mozel idea because of the probability of considerable automobile



Register at bottom of ball bin shows player how many balls he's used.

travel for business and pleasure, when new cars are again available. Getting good food always has been an uncertain element in travel by automobile. Standardized good food and service together with the uniformly high grade golf practice facilities are looked on favorably as having strong drawing-power for automobile travellers.

Automatic Tees a Feature

In trail-blazing what he is confident will be a period of great growth in practice ranges Mozel has spent considerable money developing an automatic tee system. Joe's experience is that players' results from instruction and practice are much more certain if the swinging is not interrupted by teeing balls.

Some years ago he began to work on automatic teeing devices and functioning of the device he has developed indicates he has the answer.

In the Lloyd range installation three types of the Mozel automatic tee system have been successfully used. One is the type in which the purchased number of balls for practice are put into a hopper and fed onto the tee as the player desires. Another is a coin slot system. During wartime the customer put 50 cents in the slot and got 25 balls for use, each ball being fed to the tee as the player desired. The coin apparatus can be adjusted to various coins and numbers of balls. A pilot light on the hopper shines when the last ball is teed. The third system has a meter on the hopper and a register in the range office so the player pays for the number of balls registered.

The Mozel equipment all is patented. He has had a mechanical engineer working on refinements and improvements of the devices for years. This specialist continued his work while Joe was in the Army air forces as a physical instructor.

One of the exclusive features of the Mozel equipment is a turf-like surface for iron shots and fairway woods. It is

exceedingly durable. The tee is adjustable for the wood shots. As the result of 10 years of work on the teeing devices at the Lloyd range Joe has them so they are sturdy and reliable in operation. The equipment involves no service problems.

Mozel says that modern teeing equipment is essential to the construction and operation of the sort of a range that will fully capitalize the budding golf boom. Joe points out that the Lloyd range shows what's ahead for the good ranges because business at the million dollar project during the later stages of the war was more than double what it was before the war. This increase in volume took place despite shortening of the hours. The Lloyd short course had no night wartime play and the range was open in wartime only until 9 P. M. Before the war it was open until 11 P. M., and open the year around.

Boom Ahead for Ranges

Mozel's firm belief is that golf instruction and practice are due for much greater popularity than he's seen in his 25 years as a pro. The single and double deck practice ranges with heating and cooling equipment for winter and summer are going to attract a far larger volume of business than any other participant sports enterprise, Joe is willing to bet.

From his own observation he has seen the smartly operating practice range business get on a much sounder basis in recent years. The Hole-in-One contest conducted at Lloyd's is one example of the promotion accounting for this growth.

Joe's sister Mary, winner of numerous women's amateur events in the Pacific Northwest, turned pro to run the Lloyd establishment while Joe was in the Army. Joe and Mary, as far as can be learned, form the only brother and sister team in pro golf.



Bank of registers in office keep track of business done at each tee.