

# Visions Golf As Sports' Biggest Business

**F**OR 27 years Joe Mozel has been in the golf business. Joe has gone the route, so far, from the caddie ranks onward. As a private and public course pro and as manager and operator of indoor schools and practice ranges Joe has sweat, studied, wondered, worried and worked out a lot of the answers. Joe is one of those determined guys who is in golf because he sees in it tremendous business possibilities, some of which he already has realized.

Mozel looks at the golf business picture this way:

"Each day there is more money spent for playing golf than is taken in during an entire year by all the baseball clubs in the nation, yet baseball is known as the national game. Baseball's financial history hasn't been as good as it should have been. Gum, radio, automobile body, real estate, beer magnates and other wealthy fans have financed the ball clubs through the lean years.

"And until recently, the business history of golf clubs hasn't been any too bright. Now most of them are in the black and have surpluses of members and cash.

"Well, what's the reason for the financial history of these two huge sports not being as happy as the popularity of the sports would justify? Inexpert amateur management has been one explanation but the major answer is short seasons. Larger volume during the past few years has balanced the seasonal limitation.

"The millions of new players who have come into golf and the game's organized promotion campaign beginning to show substantial results gives a new picture for the golf business.

"Golf ranges, fully equipped and ably operated indoor golf establishments and outdoor recreation centers built around golf practice and play facilities are bound to be the big sports business of the future."

Mozel should know what he's talking about because he's been manager and head pro at Lloyd's golf range and driving course in Portland, Ore., and sole owner and manufacturer of the Joe Mozel automatic electric golf tee business. And both businesses are doing well. In developing his automatic tee business and as a player in tournaments all over the United States and in Canada for many years,

Joe's been around and taken advantage of opportunities to study golf's broad business possibilities.

At home, in the Lloyd layout, Joe has watched close-up the highly successful development of the Lloyd enterprise. He's made it a demonstration of the attractive investment aspects of a golf recreation center that's unique in location, facilities, size of investment and energetic operating activities.

The Lloyd golf course and driving range was created in 1929 by Ralph B. Lloyd of Los Angeles, a man of wealth, vision and courage, who made golf his hobby. This million dollar golf recreation center is in the heart of Portland and consists of:

A 9-hole golf course considered by golfers to be very sporty and testing.

A modern, sheltered and lighted golf range, 180 ft. wide by 240 yds. long, enclosed by the highest and longest fence of its kind in the world. The fence is 85 feet at its highest point and 30 feet at its lowest point.

A \$100,000 club-house which includes a high-class restaurant, banquet rooms, lockers, and clubrooms. It is surrounded by ample parking space and an extraordinary, well-lighted putting green.

All facilities of this golf center are open to the public all the year around.

The balance of 100 acres surrounding this golf center is also the property of Lloyd and consists of apartment houses, business structures, etc. His plan is to create a business center in this district that will be an outstanding accomplishment in city development.

The success and growth of Lloyd's plant is, to a considerable extent, due to Mozel's automatic tee system. He has installed at Lloyd's, 14 of his automatic electric golf tee units, 2 of which are left-handed. Millions of golf balls have been automatically teed up by these machines for players from all over the world.

The Mozel equipment is designed to place the golf ball in the exact position desired on a flexible rubber tee which is adjustable for ball height for all clubs whether used by a novice or an expert player, and where one ball or more is required. It is also designed to increase the efficiency of the player, eliminate the

(Continued on Page 76)

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## JOE MOZEL

(Continued from Page 34)

broken continuity thru waste of time in teeing the golf ball during instruction or practice periods, and create in the player a desire to improve his or her game.

It was as an instructor that Joe found the teeing up with his hands of each golf ball for his students during lesson periods caused more annoyance and waste of time than any other part of the teaching and practicing and was a back-breaking operation. For that reason alone he decided to create a mechanical device that would automatically tee up a golf ball by its own weight so that his students while taking lessons, or during practice periods, in which they used all the different clubs, would have a golf ball in the proper position at all times and under all conditions.

Joe has maintained his own experimental technical shop which has been in charge of an experienced mechanical engineer. This shop was maintained in the promotion of the automatic electric golf teeing device which was started at Lloyd's in 1936. Since then Joe has made continued improvements and refinements until in 1941 when the present efficient automatic electric golf tee machine and system was perfected and installed. In addition to the tee machine, the unit consists of an automatic golf ball magazine which houses the golf balls. On the face of this magazine there is a pilot light in combination with a remote control register in the golf office. A red light is illuminated on both when refilling in the magazine is necessary. The attendant then refills the magazine in the booth with golf balls. The remote control recording register governed by an electric meter at each tee booth and in the office, records every golf ball as it is automatically teed up and is a check on the daily income.

The unit also consists of a grass-green rubber driving mat mounted on sponge rubber, which is separate from the automatic electric golf tee machine, and absorbs any club-head shock. There is also a grass-green turf-like brush, a close substitute for grass and the closest feel a golfer can get to playing off real grass. This brush is mounted on the same level and alongside the driving mat so that it enables the player with the face of his clubhead to roll the golf ball from the automatic electric golf tee machine to the turf-like grass-green brush for irons and fairway wood shots.

Between and slightly below the level of the driving mat and the turf-like grass-green brush is a hand lever for the player to adjust the height of the golf ball for the use of the different clubs. There is also a closely woven standing

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mat, 4 ft. by 4 ft., made of the same material as heavy duty tire casing so as to give a player plenty of room to pivot, and either street or cork shoes can be used. This square rubber standing mat is interchangeable for wear and long life.

The Mozels are a golf-minded family. Joe was Pacific Northwest P.G.A. champion for 1946. His sister, Mary Mozel, who for 10 years as a low handicap amateur player won numerous events, including the Women's Pacific Northwest Amateur Championship, turned professional, June 1st, 1945. She is now assistant manager and professional at Lloyd's, and is at present on a two months' golf tour playing in various open championships. Their nephew, Donald Mozel, 17 years old, was crowned Junior Champion of the Oregon Golf Association for 1946, and represents Oregon in the National Junior Championship at Spokane.

## Golf Hazards

(Continued from Page 26)

In Missouri a case was presented where the plaintiff, a caddie 12 years old, was caddyng for a Mr. B. Mr. H. was Mr. B.'s guest. H drove 120 yards and B drove 150 yards and to the left. H and his caddie stopped at their ball and B and the plaintiff walked on. When still 25 feet from their ball, the plaintiff was struck by H's second shot. The warning "fore" had been given just as the ball was about to strike the plaintiff. The higher court not only found H liable for failure to warn the caddie before he took his second shot, but also indicated that B might be held liable for his failure to warn the caddie of the danger, although it granted a new trial to B on other grounds.

Driven golf balls are not the only source of danger. All of us who play golf have attempted at one time or another to show our partner how to execute a proper shot. This form of gratuitous instruction gave rise to a lawsuit in England. A Mr. C went out to play golf with Miss O. Mr. C's sister, Miss C went along, and in an excess of zeal carried Miss O's clubs around the course. At one of the holes, Miss O drove first and sent the ball sailing down the fairway. Mr. C did not do so

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