

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



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IN SPORTS EQUIPMENT



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.



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"You're the class of the field, Joe...you and your buddies. You've earned your rest many times over...and you have first pick of Spalding golf equipment to help you relax. Play through, Joe...and may all your drives split the fairway and all your putts roll true!"

* * *

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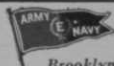
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September, 1945

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Camp Bowie Golf Team for the Eighth Service Command Army Service Forces Golf Championship. Practice Green and club house at Camp Bowie in background. Left to right: Col. Clifford C. Whitney, S/Sgt. John Bizilo, Sgt. Clarence Royals, Sgt. Edgar Ware, Pfc. Leny Calderwood, professional.

No "Cease Firing" Order for Army Golf Here

By **PFC. LENY CALDERWOOD**

Pro, Camp Bowie (Tex.) Army Golf Course

WE HAVE READ a lot about the big part that golf will play in the reconditioning and rehabilitation of the returning battle casualties. We already have had time to prove that golf is, without a doubt, one of the best means of restoring health to the wounded and sick. We also know that nearly every general hospital in this country has either built its own golf course or has acquired access to one.

But the Camp Bowie golf club that has now been in existence three years is playing a double role in this war, due mainly to an Army Colonel of the Veterinary Corps, who, as far back as 1942 when nearly everything pertaining to the war effort pointed toward a gloomy outlook for golf, was foresighted enough to see the big advantage of the game as a morale builder as well as being a wonderful means of physical exercise for the soldier.

Camp Bowie, just on the outskirts of Brownwood, Tex., was a new camp and more land was needed for maneuvering and training purposes. When the government condemned for purchase some 120-

000 acres of adjoining land, the camp commander was confronted with the problem of what to do with the old Brownwood CC property which now was within the boundary of the reservation.

It would take money to continue to operate the club and golf course, and that had not been provided for by the War Department. If the club could just continue on without any trouble or expense to either the camp or the government, that would be the answer.

Golfing Colonel in Charge

Fortunately there was an officer on the post who could do the job, due to a great deal of experience in managing army courses in this country, the Philippines, and Panama, and who was whole-heartedly of the belief that golf should be continued as a means of lightening the war-time strain on both the soldier and the civilian worker. The club was turned over to Col. Clifford C. Whitney, camp veterinarian. He is a tall, slightly gray fellow with a perpetual suntan from various out-of-door activities and 27 years with the service



**“Bet I’ll break
150 before
you do!”**

It isn't the score that's important to these soldier patients. It's progress toward complete recovery. It is the emotional and spiritual lift they get from playing the game once more.

Many a patient who never played golf before has found it an absorbing new interest that takes his mind off his worries. The friendly “joshing” and familiar give-and-take of a nation of sports fans encourages a wholesome attitude toward overcoming severe physical handicaps and discouragement.

Physicians recognize the value of golf in relaxing strained nerves and restoring tone to injured muscles.

The P. G. A. Rehabilitation and Reconditioning Program, headed by co-chairmen Leo Diegel and Frank Sprogell, is helping provide courses, equipment and expert instruction for convalescent veterans. Share your time and talents in benefit tournaments and other events arranged through your sectional P. G. A. president.

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as a cavalryman, and a man with a warm handshake and a pleasant smile for all he meets.

Col. Whitney, who, incidentally has scored five aces in his golfing career with but one recorded in the United States, immediately set up plans for the running of the club. These plans worked so well from the start that there has been very little alteration. His idea at the outset was to make the club a recreational center for the community of Brownwood and the military personnel of Camp Bowie.

His first act was to form a council, consisting of three military officers and two civilian members of the old Brownwood CC, to meet once a month and approve all operational procedure and to discuss any new problems.

The Colonel's next step was to obtain a pro, and I can say here that the Colonel is one of the most pro-minded club operators I've ever met. Unlike many, he always discusses first any club problems with the professional, for to him the pro is the golf doctor whether it's to teach the game or whether it is to install a new shower in the locker room.

I met Col. Whitney a couple of weeks after he had taken over when I had heard about the club and went out for a round of G. I. golf. After we had matched strokes, he asked me about taking the duties as army professional at the club. Two days later I came out to help on the new project.

I can't say that everything has been easy. Many times things have come up, excluding financial troubles, that seemed would spell the end for the Camp Bowie golf club. But always, the Colonel would show by our records of military play that golf was so important as a recreational feature that we should and must carry on.

Plan Makes Good

The plan that has worked so successfully is different from that of any other set-up. It is even different from the clubs operated by other army posts. All play is at a very nominal fee, this fee only because the club must be self-supporting. The Brownwood CC had 64 members originally. Civilian membership in the Camp Bowie club is limited to that 64, and another civilian member can only be taken in when one drops out. At present there is a waiting list of a dozen applications.

Any military officer may automatically become a member upon application. The officer or enlisted man may play on a daily fee of 50c per day, or the enlisted man may buy a green fee privilege card for \$3.60 per month. I might add here that the enlisted man is excluded regular club membership, because the club house facilities are just not large enough to take care of the big demand.

On this basis the club has functioned

throughout the war without any outside help, and has provided one of the better recreational spots in this area.

G. I. Joe has spent many hours playing golf over the sporty 18-hole grass green course during the few hours he had off while in Camp Bowie training for overseas combat duty. Records show nearly 15,000 rounds of military golf per year. Any number of letters have been received from the boys after leaving this camp. All are unanimous in their praise. Pvt. Roger Richards, of Chicago, writes back, "Keep up the good work that you are doing. I miss playing golf so much since I left Camp Bowie. It's the best morale-lifter that I know."

The club has sponsored several tournaments for the uniformed golfers. A year ago a \$750.00 war bond tournament was staged for all military personnel on the post. The prizes were all paid for by the club with accumulated funds. The sale of war bonds in connection with the event totaling over \$14,000.00. There was everything to go with the tourney for their enjoyment; Calcutta pool and a good old-fashioned Texas barbecue cooked just outside the club house. In June of the past year the Eighth Service Command Army Service Forces Golf Tournament attracted over 200 officers and enlisted men from Texas, Louisiana, New Mexico, Arkansas, and Oklahoma, to the Bowie club. The players were rationed and quartered at the Regional Hospital a few blocks away, and the entire event didn't cost them a cent.

Post-war Service Valuable

Now that the victory is ours, the second phase of the double duty role is already functioning and playing a big part in the rehabilitation of the returning veterans. Green fee privilege cards have been printed and are being issued free to all overseas veterans and convalescents at the Regional Hospital here. Any officer or soldier is eligible for free play as long as he is convalescing, or any foreign service man is entitled to up to 90 days play without charge. At this writing 354 of these cards have been issued.

The wartime golf activities of this club have settled any argument in my mind as to the future of golf. I have taught and seen more people take up the game in the short time that I have been here than at any other comparable period in my 18 years as a golf professional. It has, without a doubt, attracted more army wives than any other sport. And just one more thing, the soldiers who have fought our battles are not going to be penned up too much inside, but are going to require more time out in the open and that's going to mean more golf.

In the not too far-away future the Camp Bowie GC will most likely revert back to the Brownwood CC.



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Jones Made Good By Making a Golf Club a Business

By JOHN LYONS

MAJOR R. A. JONES has resigned as gen. mgr. of the famed Baltusrol GC, Springfield, N. J. In accepting Jones' resignation Baltusrol's board authorized its president "to appoint a committee of the Board to consider the form and character of an expression of the Board's gratitude and esteem for Major Jones' 22 years of loyal service as general manager of the club."

And there, in a paragraph, is a milepost in American country club business history. Jones has been one of the most discussed club managers in the country, and at times cussed, too. The latter because the man has held fast to the belief that he was hired to run a country club as a business for serving all the members to the fullest extent of satisfaction. Many who belong to country clubs consider themselves entitled to have the place run primarily for the service and satisfaction of themselves, families and guests, even when such desire is contrary to the rights of other members or the sound business operation of the club.

Naturally in that conflict, Jones has been the man in the middle. And a strong stand-up man, too. He never was one to pass the buck to the elected officials. They have trouble enough of their own. As long as they entrusted Jones with responsibility for operating the club, he was willing to accept all of that responsibility. Delicate problems club officials often have confronting them when decisions involving social relationships and the inescapable business realities of club operations must be made, were accepted by Jones. The piques that Jones' calm adherence to business policy sometimes aroused, vanished as Baltusrol's financial statements were read by the highly successful businessmen who constitute the club's membership.

You have to be good to be, as Jones has been, at a very exacting club for 22 years and ride serenely through the criticisms that are bound to be directed at anyone who insists on sound business operation of a country club. And a club has to be fortunate in the choice of its officials who'll stand behind the manager who won't break the club rules at the request of a member who is not particularly concerned what happens to the other members' desires as long as he gets his gratified.

Jones is good, and so is the club from which he's parting company to further



Major R. A. Jones, 22 years business manager at Baltusrol.

test his abilities in club management.

But, apart from the ability of the Major, the factor that made him pretty much a national character was the reputation he got for being a tough little man, which in turn helped stiffen the spines of club officials and managers who were trying to be hard-boiled about running their own clubs as businesses should be run. This was a paradoxical development because Baltusrol, an old and distinguished club, is about the last place anybody expected to see a frankly hard-boiled, but strictly American, business policy anywhere about the premises.

The nice soft old way wasn't working when Major Jones was hired by Baltusrol in 1923. The club had a debt of about \$180,000 and was carried on the tradesmen's cuffs for about six months. The membership was very ultra, but there weren't enough of them. Desirable prospective members looked at the Baltusrol financial statement and lost some of their keen interest in Baltusrol's prestige. It never hurts social prestige any to be ac-