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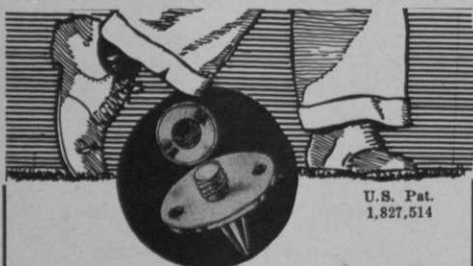
ZEMO

Golf's Investment Future Looks Bright

By WALTER KELLER

Sitting on the terrace overlooking the 18th green of the Brentwood CC in the Los Angeles district, I was thinking about several people who are making large investments in real estate and golf courses in this vicinity. For instance, the Brentwood club now is owned by a group of wealthy foreigners—the name of Rothchild being among them—who also have purchased other income producing property throughout the U. S. A.

Another example—is that of Fred McMurray, film star, Frank Borzage, film director, and their associates who are having a \$2,000,000 hotel constructed alongside the Rolling Hills CC in Los Angeles so people coming to California for a vacation will live in a hotel adjoining a golf course. Since people are getting keener for participating sports these investors obviously think very much of the golf business, which forecasts that the golf business will be bigger than ever. The investors see a trend toward healthier living by multitudes who will devote more



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Golfdom

time to outdoor play during the era of the 5-day week.

Schools all over the land are increasing their sport departments to get into sound balance with the scholastic end of the daily program. This assures far greater sports participation than during the pre-war period.

The rehabilitations programs for the armed forces have proved that golf helps amazingly in rebuilding damaged muscles, in lifting morale, relaxing taut nerves, restoring confidence, and generally adapting patients to normal living.

Golf is giving the hospitalized vets change of pace and lifts them out of the hospital atmosphere into a world of fun, exercise, fresh air and sunshine, and takes their thoughts off themselves. In my own case—I was wounded in the left fore-arm and the ulnar nerve was severed—golf has developed my arm and hand to a point where it is almost as strong as it normally was.

Look at the picture from any angle and you'll see that the investor in golf has vast and solid promise of returns exceeding those held in prospect by any other sport today.

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