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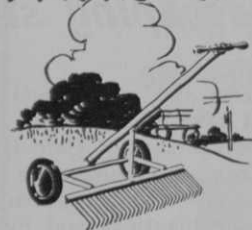
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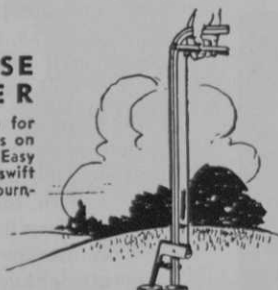
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National Golf Investment To Total \$2 Billion

The national investment in golf is expected this year to surpass the two billion dollar mark, according to Col. Harry C. Eckhoff, executive director of the National Golf Foundation. This estimate is based on 1964 figures, plus a normal expansion rate, and places golf squarely in the ranks of big business.

In 1964 there were 7,893 courses in this country, representing a total investment of \$1,855,000. Expenditure for equipment totaled \$128,249,046—an increase of \$9,249,046 over 1963. These figures are on the manufacturer's level. Retail equipment sales would top \$150,000,000 according to the Athletic Goods Manufacturers Association. There was, moreover, a 10 per cent increase in the first six months of 1965.

The larger increase in golf facilities is expected to continue in the direction of private and semi-private courses, with municipal courses lagging behind. However, in the last 10 years the number of daily fee courses, including municipal, nearly tripled.

Pros have reaped the greatest benefits from golf's commercial growth. Gary Player's give-away of his \$25,000 purse for winning the Open was a generous gesture but will not cut deeply into his overall take. His manager, Mark McCormack, figures that the win ultimately would be worth \$500,000 to the spirited South African golfer through endorsements and other residual compensation.

Whistling Device in Rod To Aid in Swing

Dan Halpern, president of Swing-Tip Co., 112 Parkview Terrace, Newark, N. J., has developed another helpful instruction device in his Sound Rod which indicates by sound whether a club is being swung correctly. The device has plastic spheres instead of a clubhead. When it is swung in effective timing the whistling sound in the hitting zone signals proper performance, it is claimed.