

at lunch. Will run husband-wife teams of old vs. new members later in summer.

28 . . . Took high school squad to .....s course for practice round after school. The kids behave well and replace divots. Went to Greenkeepers' dinner and meeting with (greenkeeper). On way home planned cup location to make course play easier on ladies' days and Saturdays and Sundays when mostly members are playing.

29 . . . Ladies day. Gave them lecture and demonstration on common faults, after their lunch before they started their bridge. Was kept answering questions for an hour.

30 . . . Decoration Day events worked out as planned. Six prizes won by men who haven't won anything for last 2 seasons. Displayed on bulletin board pair of golf sox and can of foot-powder as prize for Civil War golfer who came nearest to going out in 61 and back in 65. Mr. .... won it with 62-60. He is a new member. Got very drunk and jolly bragging about first golf prize he ever won. A lot of laughs.

31 . . . Shop sales, lessons and club cleaning, 14 per cent ahead of same month last year. Expenses 5 per cent higher. Two sets of men's clubs and one women's came into shop, bought outside this month. Checked up on sales prospects by looking over clubs in bags in rack.

## Ball Trade-In Offer Knocks Out Store Sales

JOE FRASCA, assistant to Johnny Inglis at Johnny's winter job at Aiken (S. C.) GC, has an idea worth considering. Joe suggests that pros who are having trouble getting what they think should be their share of their players' ball business, put up a shop sign reading:

*Trade In Your Old Golf Balls  
10 cents per ball allowed on used balls  
When applied on new ball purchases  
of 75c or 50c balls.*

Joe admits that the 10c allowance may be plenty generous in view of what the pro can get for used balls, but as a proposition for getting ball business away from cut-price stores, the deal may be justified.

He believes that the trade-in offer at the start might be applied to all balls, but after a month or so of use the sign should be changed limiting the trade-in

to 50c and 75c balls bought from the pro-shop. In making the change Joe suggests that the shop sign carry, in smaller type, something on this line:

"Due to quality and price standards of balls sold to our members by retailers other than this pro-shop being misrepresented by the sellers, the ball trade-in allowance of 10c per ball hereafter applies only to balls bought in this shop.

"Golf balls are honestly priced by the pro.

"Protect yourself against golf ball so-called bargains that gyp you in money and performance, by buying standard balls at lowest prices through our old-ball trade-in allowance."

Frasca is confident that many who now use balls that are pretty well marred by several rounds of play would take advantage of a trade-in offer.

## Clubs, Bags, Cash Result from Wooden Cup Tourney

WOODEN Cup tournaments held by Chicago District GA member clubs during 1939 for the development of junior golf, showed results that were very encouraging, according to a report by Mel Keim, Chicago District GA official in charge of junior promotion.

From 14 C.D.G.A. clubs and from other sources, the Wooden Cup tournaments brought in a total of 740 golf clubs, 38 golf bags, and \$61 cash. Considering the fact the tournaments did not get under way until late in the season, the results of the contest appear even more impressive.

Purpose of Wooden Cup tournaments is to get used clubs from adult players for use of students in high school golf classes. Plan, as worked out successfully by the National Golf Foundation, Chicago District GA and physical education dept. of the Chicago Bd. of Education, calls for entrants in the tournaments held by the various clubs to pay entry fees in the form of one old club or \$1. Clubs are re-conditioned and given to high school physical education department; cash from entry fees is used to purchase golf equipment for the students. Prize of the tournament is a wooden cup, made by manual training students at high schools.