



## FOLLOWING THROUGH

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# PROS... IN THEIR DRIVE TO COLLECT UNPLAYABLE GOLF BALLS

Timely tips from pros on collecting "old cuts." Put them to work along with the free promotion material furnished by the National Golf Foundation. It's a long time since the last new golf balls were made. Golf's future depends on getting "old cuts" back into play.

"Our caddies ask their players at the end of each round—'Will you please turn in your "old cuts" at the pro shop'. We reminded and kept reminding our boys to say this until it became a habit. A simple idea that we've found well worth while."

"Ours is a municipal course with a \$1 green fee on Sundays. We obtained a considerable quantity of used golf balls by permitting players to play free if they turned in 5 unplayable balls. Perhaps the Golf Foundation would like to pass the idea along for the consideration of other courses."

"You may be interested in knowing that I've distributed the small reminder slips which you furnished me at group luncheons here at the club with considerable success. Most of those attending are members of the club and pick up their old golf balls from their lockers and drop them in at the shop. I've found it helps a lot to remind the players at a time when they have easy access to their worn out golf balls."

"Last year our results were not so good but we really are getting them in early this year. Your appeal to the club president to get behind the drive has helped a lot. At every meeting of any size at the club I am given the opportunity to explain the ball situation. It always results in the collection of a few dozen golf balls. I have found you ring the bell if you keep constantly reminding them."

"I sent my members a card asking the permission of each golf locker owner to remove his unplayable golf balls. Most of them gave their O.K. I keep a card index file recording the player's name and the number of old balls turned in to me. I keep several bags of practice balls which I lend without charge to golfers who have turned in their 'old cuts'. This means practice balls are available for everyone as needed and has released a great number of old balls which would have been kept from being re-processed."

"The priority idea is the best yet for getting the players to turn in their old golf balls. I took a sample priority slip, and pasted it face up on the underside of my golf ball display case. I cut out a long, narrow arrow on which I printed—'Did you get your priority for golf balls?' The arrow, also pasted on the underside of the display case leads the eyes right to the priority slip and attracts attention at a time when it is handy for the players to deliver the goods."

"In addition to using your Foundation promotion we plan to have an "Old Nick Blind Bogey" as an added event every other Saturday during May and June. Our entry fee will be two old nicked balls. If it gets the results we expect I will plan a similar event for the women, as many of them must know where old golf balls are tucked away around their house."



## **NOTE:**

Any Pro who failed to get his copy of the folder describing the FREE material for promoting the collection of used balls at his club should write without delay to: National Golf Foundation, 14 East Jackson Boulevard, Chicago 4, Illinois.