

that many club members own 2 pairs of golf shoes, but own only one golf bag. That means that the chances of selling a pair of shoes should be greater than selling a golf bag every year.

2—It has also been proven that sports-wear of all descriptions can be sold in the pro shop when it is styled right and competitive, the same holds true with shoes.

3—Your member would rather buy these shoes from you because he has found out that your advice in other matters pertaining to golf merchandise has been "Professional" advice and therefore is reliable.

4—The fact that everyone that steps off your first tee has a pair of golf shoes on definitely makes that player your natural customer for shoes as well as clubs and balls.

5—Shoes are a profit item that you cannot afford to overlook.

PORTABLE PRO SHOP BUILDS SALES AT GOLF TOURNAMENTS



View of the outdoor pro shop during the Tam O'Shanter (Chicago district) championship tournaments last August. This method of merchandise display gives the public an opportunity to see the latest of the finest in golf equipment and accessories. Johnny Spence originated the idea of employing this "open" pro shop type of display for the benefit of the public attending major tournaments. At PGA sponsored events Spence takes complete charge of the tent for the home pro. The merchandise of approximately 40 manufacturers was represented in the Tam pro shop tent including: Wilson, Spalding, MacGregor, Acushnet, Burke, Kroydon, Jackman, Rutledge, Great Lakes, Walter Hagen, U. S. Rubber, Florsheim Shoe, Foot-Joy Shoes, and various sports-wear representatives.

Wilson did O.K. in ball and club use and prize awards of Wilson equipment in San Francisco Examiner's hole-in-one contest which drew more than 3,600 contestants and in Niagara Rapids AC ace contest held at Hyde Park GC, Niagara Falls, N.Y. Harry Hayward, director of SF Examiner tournament for 17 years, says history of the competition discloses that odds against a hole-in-one are 15,704 to 1.

Professionals

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