

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 sportswear 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 sportswear 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

Here is your Income Tax and Record Book . . . based on a special study of the Golf Pro business and prepared by T. A. Bruett, Certified Public Accountant, specialist in Income Tax and Accounting matters.

### GOLF PROFESSIONALS RECORD BOOK

1950

#### INCOME • EXPENSE • TAXES

An easy to understand and to use record book that serves three important purposes:

- 1—It will enable you to keep a *complete* record of income and expense;
- 2—It will provide all the figures needed for *easy* and *complete* income tax preparation;
- 3—It will give you a guide to tax deductions often missed or unknown to golf professionals.

The book contains simple, clear instructions so that no outside assistance is necessary to keep your accounting in a manner that will prove valuable in tax matters, in revealing important deductions and in proving your financial transactions.

Permanently bound, it can be filed away at the end of each year as lasting evidence for income tax and operating reference. It will save time, worry and needless tax expense. Order your 1950 Record Book now and use it as your income tax guide for this year. Use the coupon below.

Schmidt Book Co.,

1423 First Wisconsin Nat. Bank Bldg.,  
Milwaukee 2, Wis.

Gentlemen: Enclosed find \$7.50 for which mail me one copy of Golf Professionals Record Book—1950, at following address:

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_