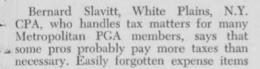
On the Professional Side





account for the excess payments.

Slavitt, in urging his clients to record expenses that may be deductible from tournament and exhibition gross revenue, provides them the following list:

FROM A.1	NAME	
City State TO City State A.S FROM P.S A.TO Miles Travelled Miles per Gallon Gallons gas used Income From Tournament Or Exhibition (Position) EXPENSES: Caddy master Caddy fees Locker room attendants Tournament Entry Fee Conditioning and rubdowns Entertainment, Promotional Expenses Hotels: En route (Name AT TOURNAMENT Food days @ per day	TOURNAMENT	-
TO City State A.A. FROM P.M. AA. TO P.Miles Travelled AMILES Travelled AMILES P.M. Miles per Gallon Gallons gas used Income From Tournament Or Exhibition (Position) EXPENSES: Caddy master Caddy fees Locker room attendants Tournament Entry Fee Conditioning and rubdowns Entertainment, Promotional Expenses Hotels: En route (Name AT TOURNAMENT) Food days @ per day	FROM	200
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Hotels: En route (Name - AT TOURNAMENT Fooddays @per day	tional Expens	es
AT TOURNAMENT Fooddays @per day		
Fooddays @per day		

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golf outfits	
Gasolinegallons	
@ _per gal.	
Oil _quarts	
@per quart	
Lubrication	
Washing	
Tires and Tubes	
Garage and parking	
Automobile repairs	
Automobile rented	
Automobile Insurance	
Licenses, license plates	
Train fare	
Airplane far plus exces	Ś
baggage	
Taxicabs	
Ferry, bridge and road	
tolls	
Golf publications (boo	k
and periodicals)	
Stationery, printing,	
postage	
Liability and Floater	
Insurance	
P.G.A. Dues	
Gifts & Flowers	

Tellephone and telegraph

Golf Equipment and
Clothes:
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per doz. \$
dozen Practice balls @
per doz
_Golf clubs @
_Golf bags @
_ Pairs of slacks @
_Sweaters @
_Golf hose @
_Golf shoes @
_Shoe trees @
_Golf shirts @
_Caps, hats or
visors @
Rainsuits @
_Umbrellas @
Athletic supporters
@
_Cans of tape @
Tees @
Gloves @
Total Equipment and
Clothes
Miscellaneous:
TOTAL
EXPENSES
Date Signature

son. Apparel sales, on the other hand, slumped because there was a lack of locker facilities, especially among women.

Ties In Ads with Tourneys

This, of course, was an extraordinary situation. Normally, Shock depends on the promotion of tournaments, practically year-around operation of the shop, emphasis on advertising on special days and, of course, that old standby, service, in pushing sales. "We probably don't do anything here in a sales promotion way that isn't done by pros at other clubs," Don

points out. "We try to tie in our advertising with our tournaments by calling attention to various merchandise items on the schedule and pairing sheets. As for tournaments themselves, we have a fairly complete round of them running from May through September. We keep on the lookout for new features to add to our regular Saturday, Ladies Day and Mixed events, trying to go beyond the mere awarding of prizes on the basis of net and gross scores."

Both Shock and his assistant, Bill Col-(Continued on page 78)