Fig. 6. Treacy's record for income tax purposes. This record, like all of the other specimens herewith, is filled in just as a typical example of the use of the system. Consequently there probably are items, such as insurance payments, that have been omitted from this summary of the business done and the cost of doing business.

The system is working very satisfactorily for Treacy and for other professionals who have adopted it, but Doc is willing to admit that there is room for improvement in it.

GOLFDOM will welcome comment on his form from pros who are aware of the necessity of properly kept business records, as well as specimens of other systems professionals have found practical.

Try Name Contest to Publicize New Fee Course

It is difficult to overdo pre-opening publicity for a new golf course. This is especially true of daily-fee courses because, while the layout's natural features will in time attract a good volume of play, it is generally desirable to build this volume as rapidly as possible in order that the promoters of the fee-course can begin to realize on their investment.

A publicity stunt that is almost sure-fire, not too expensive, and suitable for local newspaper co-operation is to announce a cash-prize contest to select a fitting name for the new layout. This was done recently at Fort Wayne, Ind., where a local syndicate was about to open an 18-hole daily-fee course. Local publicity for the contest must have been thorough, because there were over 2,000 letters received by the judges of the contest. First prize was $15 and second money $10.

"Brookwood" was the name selected by the judges, who were the sports editors of two Fort Wayne newspapers and Chester Nelson, pro at the Fort Wayne Country Club. "Brookview" took second, and "Brookview Hills" came third. Over 200 contestants suggested "Meadowbrook.”

All persons submitting names received tickets entitling them to a free round on the course, which in itself was a smart publicity move; it meant some 2,000 boosters right at the starting gun.