

# Easy Bookkeeping System Tells Pro How Shop Stands Daily

SEVERAL years ago Alex Pirie and R. W. ("Doc") Treacy, pro at Woodmont C. C. (Milwaukee district), went to work on a pro bookkeeping system as a P. G. A. activity. Other pros contributed ideas from their own systems and when the first draft of the suggested system was completed Doc and Alex took it to an accounting expert for suggestions and approval. When the accountant got through with the revisions the system was so involved that it took a C. P. A. to dope out the answers. So the pros temporarily laid the work aside.

Doc's interest in the system was revived by the income laws of Wisconsin which

call for a precise and complete record of income and expenses. Using the material assembled for the initial P. G. A. work, Treacy worked out a bookkeeping system for pro use that is a model of simplicity and helpfulness. The system shows the pro where he stands at all times and enables him to compare his business from year to year.

In view of the intense interest in pro bookkeeping systems resulting from the development of pro business methods and the reception given Dan Goss' series on pro bookkeeping in GOLFDOM, the accompanying presentation of Treacy's forms is bound to be welcomed by professionals.

| STOCK RECORD |          |       |      |         |        |      |      |      |              | WOOD CLUBS |             |       |  |
|--------------|----------|-------|------|---------|--------|------|------|------|--------------|------------|-------------|-------|--|
| CLUB NUMBER  | MODEL    | MAKER | FIN. | MODEL   | MAK.   | FIN. | AMT. | COST | DATE STOCKED | DATE SOLD  | SOLD TO     | PRICE |  |
| 1            | SPALDING | D     | P    | PERIODE | T.V.C. | M.H. | X    | 550  | 4-6-30       |            |             |       |  |
| 2            | "        | B     | "    | "       | "      | "    | X    | 550  | "            |            |             |       |  |
| 3            | "        | S     | "    | "       | "      | "    | X    | 550  | "            |            |             |       |  |
| 4            | WILSON   | D     | 29   | T.P.    | P      |      | X    | 475  | 4-18-30      | 5-13-30    | John Smith  | 1000  |  |
| 5            | "        | D     | "    | "       | P      |      | X    | 475  | "            | 5-13-30    | John Smith  | 1000  |  |
| 6            | SPALDING | D     | F    | PERIODE | H      | IV   | X    | 500  | "            |            |             |       |  |
| 7            | "        | B     | "    | "       | H      | IV   | X    | 665  | 5-18-30      |            |             |       |  |
| 8            | "        | S     | "    | "       | H      | IV   | X    | 500  | "            |            |             |       |  |
| 9            | BOEHMERT | D     | 122  | T.P.    | P      |      | X    | 475  | "            |            |             |       |  |
| 10           | BOEHMERT | D     | J.W. | T.C.    | P      |      | X    | 475  | "            | 6-5-30     | R. G. Jones | 1000  |  |

| STOCK RECORD |          |       |      |          |        |      |      |      |              | IRON CLUBS |            |       |  |
|--------------|----------|-------|------|----------|--------|------|------|------|--------------|------------|------------|-------|--|
| CLUB NUMBER  | MODEL    | MAKER | FIN. | MODEL    | MAK.   | FIN. | AMT. | COST | DATE STOCKED | DATE SOLD  | SOLD TO    | PRICE |  |
| 1            | SPALDING |       |      | Putter   | P.E.A. | H    | 300  | X    | 4-1-30       |            |            |       |  |
| 2            | "        |       |      | Putter   | P.G.A. | H    | 300  | X    | 4-1-30       | 5-1-30     | John Smith | 600   |  |
| 3            | STEWART  |       |      | 1 Iron   | T.S.   | H    | 330  | X    | 4-1-30       |            |            |       |  |
| 4            | "        |       |      | 2 "      | "      | H    | 330  | X    | "            |            |            |       |  |
| 5            | "        |       |      | 3 "      | "      | H    | 330  | X    | "            |            |            |       |  |
| 6            | "        |       |      | 4 "      | "      | H    | 330  | X    | "            |            |            |       |  |
| 7            | "        |       |      | 5 "      | "      | H    | 330  | X    | "            |            |            |       |  |
| 8            | "        |       |      | Spade    | "      | H    | 330  | X    | "            |            |            |       |  |
| 9            | "        |       |      | M. H. 16 | "      | H    | 330  | X    | "            |            |            |       |  |

Fig. 1. Doc's stock record of wood clubs and below it his stock record of iron clubs. In the first column under "Club Member" is recorded the number Doc stamps with a 1/8-in. steel die at the end of the shaft of each club. This provides a means of identifying the club if lost by its owner and is a means of quickly checking the inventory. This numbering also checks against forgetting to make the charge when the club is sold. Columns headed "Fin" and "R. W. T." indicate whether the club was bought by Doc in finished condition or was made in Doc's shop. Treacy explains that the cost of labor for hand-made clubs is not shown in the cost price of the club he lists and suggests that some careful study be given to this item. His reason for omitting the labor charge is the difficulty of accurately allocating the time which, after all, is time Doc or his assistant haven't booked for other work at the club.

| DAILY SALES.       |       |       |      |         |            |            |              |       |
|--------------------|-------|-------|------|---------|------------|------------|--------------|-------|
| DATE               | TOTAL | BALLS | TEES | LESSONS | WOOD CLUBS | IRON CLUBS | REPAIRS BAGS | MISC. |
| 4-1-30 Jones John  | 550   | 225   | 25   | 300     |            |            |              |       |
| Jones Max J. T.    | 1210  | 95    | 45   | 300     | 500        |            |              |       |
| Smith A. L.        | 275   |       |      |         |            |            | 275          |       |
|                    | 2035  | 310   | 50   | 600     | 500        |            | 275          |       |
| 4-2-30 Jones J. T. | 375   | 150   |      |         |            | 600        | 3000         |       |
| Drakeham M. B.     | 825   |       | 25   | 500     |            |            |              |       |
|                    | 4075  | 150   | 25   | 300     |            | 600        | 3000         |       |

Fig. 2. Daily sales. For the purpose of comparing yearly results, it is advisable to note weather conditions and any tournament events being held each day.

| RECAP - APRIL, 1930. |       |       |      |         |            |            |              |       |  |
|----------------------|-------|-------|------|---------|------------|------------|--------------|-------|--|
| DATE                 | TOTAL | BALLS | TEES | LESSONS | WOOD CLUBS | IRON CLUBS | REPAIRS BAGS | MISC. |  |
| April 1              | 700   | 550   |      |         |            |            | 150          |       |  |
| 2                    | 325   |       |      | 25      | 300        |            |              |       |  |
| 3                    | 3740  | 2060  | 75   | 1000    |            |            |              | 15    |  |
| 18800                | 18800 |       |      |         |            |            |              |       |  |
| Cash Sales           | 14610 | 3525  | 200  |         | 6350       | 3750       | 700          | 85    |  |
| Totals               |       |       |      |         |            |            |              |       |  |

Fig. 3. Recapitulation of sales by months for each yearly period, making the summary handy for reference.

| GOODS RECEIVED 1930.    |       |                         |                |       |            |            |            |            |        |
|-------------------------|-------|-------------------------|----------------|-------|------------|------------|------------|------------|--------|
| DATE RECEIVED FROM      | ITEMS | ITEMS                   | INVOICE NUMBER | BALLS | WOOD CLUBS | IRON CLUBS | WOOD HEADS | IRON HEADS | STRAPS |
| 4-5-30 J. H. DILLON CO. | 125   | 450 (125) 75 (TEES)     | 3-201          |       |            |            |            | 8325       | 1500   |
| 4-5-30 J. WANNAMAKER    | 150   | 115 (100) 200 (200)     | 8451           | 4200  |            |            | 1350       | 5265       |        |
| 4-5-30 SPALDING A.G.    | 200   | 600 (12 BALLS) 12 BALLS | 330            | 15120 |            |            |            |            |        |

| DATE   | TEES | BAGS | SHOP SUPPLIES | MISC SUPPLIES | EXPRESS MARKED | DATE PAID | TOTAL INVOICE | TOTAL ACCOUNT PAID |
|--------|------|------|---------------|---------------|----------------|-----------|---------------|--------------------|
| 4-6-30 | 1050 |      |               |               | X              | 5-3-30    | 10900         | 218                |
| 4-6-30 | 1800 |      |               |               | X              | 5-10-30   | 21200         | 1108               |
|        |      |      |               |               |                | 5-2-30    | 15170         | 1005               |

Fig. 4. Facing pages on "Goods Received." When bills are checked and paid against this record it is practically impossible to forget any of the accounts or to neglect taking the discounts through carelessness. The forms also make it easy to get yearly comparisons for guidance in buying.

| MEMBERS' ACCOUNTS. |       |     |      |      |      |      |     | YEAR TOTAL. |
|--------------------|-------|-----|------|------|------|------|-----|-------------|
|                    | APRIL | MAY | JUNE | JULY | AUG  | SEPT | OCT | NOV.        |
| ARONS J. T.        | 45    | 600 | 875  | 1250 | 2425 | 300  |     |             |
| APPLE J. M.        | 45    |     |      | 1000 | 710  | 1650 |     |             |

Fig. 5. Members' Accounts. By studying this sheet Doc can see which of his members are not giving the business they should to the shop and can put in some special wording educating them to the stocks and values offered.

| RECORD FOR INCOME TAX. |         |                       |         |               |                      |                             |
|------------------------|---------|-----------------------|---------|---------------|----------------------|-----------------------------|
|                        | ON HAND |                       | ON HAND |               |                      |                             |
|                        | 1-1-29  | BOUGHT EXPENSE 1-1-30 | 1-1-30  | SOLD RECEIPTS |                      |                             |
|                        |         |                       |         |               | TOURNAMENTS          |                             |
|                        |         |                       |         |               | PRIZES EXPENSE       |                             |
| SALARY                 |         |                       |         | 15000         | MET. P.O. N.Y.       | 3000 5700                   |
| BONUS                  |         |                       |         | 2500          | P.R. H.R. CHICAGO    | 1000 24600                  |
| LESSONS                |         |                       |         | 701.50        | WEST. O. MINN.       | 1000 1700                   |
| REPAIRS                |         |                       |         | 12855         | WASH. D. C. N.Y.     | 11800                       |
| CLEANING               |         |                       |         | 87100         | ST. PAUL O. ST. PAUL | 5200                        |
| BALLS                  | 5920    | 119710                | 5205    | 160660        |                      | 14000 49000                 |
| WOOD CLUBS             | 10070   | 17460                 | 14270   | 38775         |                      |                             |
| WOOD HEADS             |         | 4670                  |         | 1500          |                      |                             |
| IRON CLUBS             | 35575   | 23000                 | 40370   | 68160         |                      |                             |
| IRON HEADS             |         | 19458                 |         | 2500          |                      |                             |
| SHIRTS                 |         | 13450                 |         | 650           |                      |                             |
| GRIPS                  |         | 5075                  |         | 1650          |                      |                             |
| BAFS                   | 2325    | 14069                 |         | 3100          | 19379                | Auto, 100% Revenue          |
| TEES                   |         | 6130                  |         | 5275          |                      | Washing 1500                |
| MARKERS                |         | 2850                  |         | 9600          |                      | Repairs & Access. 1627      |
| SHOP SUPPLIES          |         | 1165                  |         |               |                      | Licenses 1200               |
| MISC SUPPLIES          |         | 2920                  |         | 1195          |                      | Bus & Out 8200              |
| EXPRESS                |         |                       | 595     |               |                      | Ref. on Cost 300 @ 20% 7200 |
| POSTAGE                |         |                       | 1700    |               |                      |                             |
| STATIONARY             |         |                       | 2300    |               |                      |                             |
| ASSISTANT              |         |                       | 62000   |               |                      |                             |
|                        | 56870   | 224487                | 66575   | 73370         | 293849               | 345155                      |
|                        |         | 347972                |         |               | 712374               |                             |
| Tournaments            |         | 49000                 |         |               | 14000                |                             |
| Auto.                  |         | 20029                 |         |               | 726394               |                             |
|                        |         | 417001                |         |               |                      |                             |
|                        |         |                       |         |               | 809373               |                             |

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.