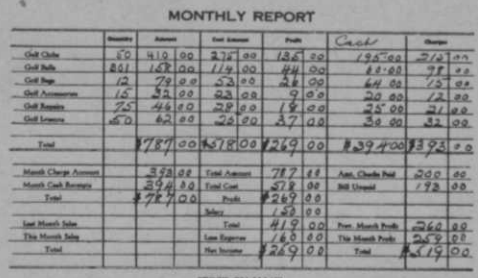
Pro's Simple Records Tell Where Business Stands

HUNT FOR A pro bookkeeping system that will combine simplicity with thoroughness is interesting more pros this year than it ever did before. To the general business conditions that call for strict accounting over possible leaks or neglected opportunities is added the possible pressure of a sales tax record in 1932.

Bill Livie, well known pro with the Willowick (O.) C. C., has worked out a system he has used successfully for a long enough test period to become convinced it is the answer to the accounting and inventory problems of many professionals.

Livie's system consists of three forms: a daily sales report on golf supplies and lessons, with a recapitulation at the bottom of the form; a monthly report of sales and stock; and a record of stock purchased from each manufacturer or jobber.

According to Livie, he can keep his system accurately and easily. He can tell at a moment's glance if anything is missing. If one who has this system is unfortunate enough to have a fire or a burglary, Livie says the system would promptly and convincingly prove to the insurance company the amount of the loss.



MONTHLY REPORT

	Quantity	Amount	Cost Amount	Profit	Cash	Charge
Golf Clubs	50	410 00	276 00	136 00	195 00	216 00
Golf Balls	801	168 00	114 00	44 00	80 00	98 00
Golf Bags	12	79 00	53 00	26 00	64 00	15 00
Golf Accessories	16	32 00	23 00	9 00	20 00	12 00
Golf Repairs	75	46 00	28 00	18 00	25 00	21 00
Golf Lessons	50	62 00	22 00	37 00	30 00	32 00
Total		$787 00	$518 00	$269 00	$394 00	$393 00

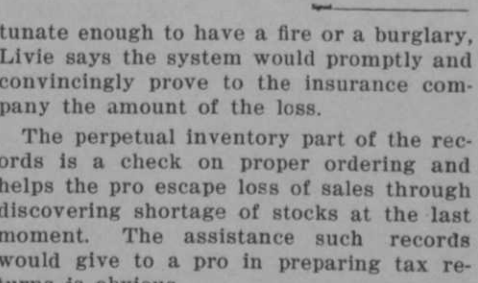
Month Charge Accounts	393 00	Total Amount	787 00	Acct. Checks Paid	200 00
Month Cash Receipts	394 00	Total Cost	518 00	Bill Unpaid	193 00
Total	$787 00	Profit	$269 00		
		Salary	150 00		
Last Month Sales		Total	419 00	Prev. Month Profit	260 00
This Month Sales		Less Expense	160 00	This Month Profit	259 00
Total		Net Income	$269 00	Total	$519 00

STOCK ON HAND

Purchase Items	GOLF BALLS $1.00	90c	75c	60c	50c-2.00	50	45c	40c	TEES	35c	CLUBS Irons	Wood	BAGS Staff	Sunday	ACCESSORIES Bag	Cart
Last Inventory	60	72	110	86	79	34	25	53	46		210	94	31	18	15	12
Sept. 15th	72	36	-	36	36	36	36	72	72		-	-	-	-	-	
" 26th			36	36	72	36	-	-	-							
Total	132	108	146	158	187	106	58	125	118		210	94	31	18	15	12
Month Sales	50	32	100	92	110	68	40	92	84		91	34	10	6	4	6
On Hand	82	76	46	66	77	38	18	33	34		119	70	21	12	11	6
Inventory	✓	✓	3	✓	3	✓	2	✓	6		✓	✓	✓	✓	✓	✓

Merchandise	No.	Amount			No.	Amount
Balls	8	3 50				
Tees	6	68	Previous Month Short			5 00
Clubs	1	5 00	This Month Short			11 00
Bags		- -	Total			$ 16 00
Accessories	1	2 00				
Total		$ 11 10				

Signed _____



RECORD OF STOCK

YEAR 1932 CLUBS A. G. Spalding Bros

Quantity	Kind	Maker	Model No.	Size		Cash	Cost Price	Selling Price	Date Received
1	Irons	Spal	Jones	Wood	3		45 00	65 00	Oct. 1
1	Irons	PGA	Jones	"	4		35 00	55 00	
1	Woods	Spal	Jones	"	3		18 00	30 00	
2	Woods	PGA	Jones	Lady	3		14 00	20 00	
3	Irons	Lafayette		Wood	7	1.50	46 00	60 00	
25	Irons	Spal		Wood	2-5	2 00	50 00	70 00	
	Returns	Charges					2 10		
	Total				52		$220 10	$285 00	

GOLF BAGS

Quantity	Kind	Maker	Reg. No.	Size		Cash	Cost Price	Selling Price	Date Received
1	Leather		634	8"			10 00	15 00	Oct. 6
3	Canvas		308	5"		3 00	6 00	9 00	
6	Sunday		613	4"		1 00	6 00	12 00	
2	Leather		Pro			20 00	40 00	60 00	
		Returns					11 35		
12	Total						$63 35	$96 00	

GOLF BALLS — TEES

Quantity	Kind	Maker	Month	Sample	Size	Dozen	Cost Price	Selling Price	Date Received
144	Lafayette		72	72	38	12	72 00	96 00	Oct. 5
144	PGA		72	72	38	12	72 00	96 00	
144	Fairway		72	72	38	12	108 00	72 00	
72	3.5"		36	36	35	6	19 00	24 00	
72	2.5"		36	36	25	6	12 00	18 00	
	Total						$342 00	$462 00	

GOLF ACCESSORIES

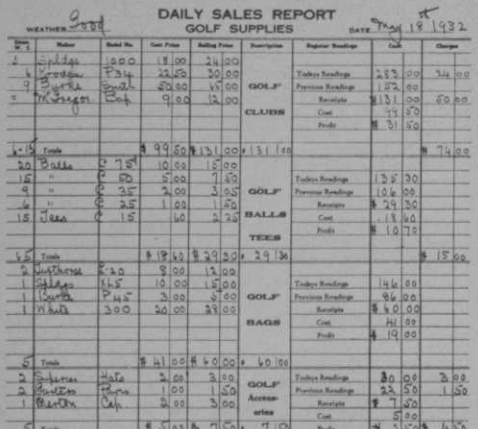
Quantity	Kind	Maker	Stock No.	Cost	Selling Price	Cash	Cost Price	Selling Price	Date Received
6	Sweaters		481	1.00			5 00	15 00	Oct. 6
6	Socks		43				3 00	18 00	
24	Tees	Spalding					2 00	4 00	
1	Ball	Spalding					5 00	5 00	
	Total						$42 00	$62 00	

System's Advantages

In summarizing the advantages of his system Livie states:

"The stock record is kept up to date. A record of the best selling merchandise is plainly kept before the pro. As the cost and selling prices both are posted conveniently the pro can tell each day what his net income is before his operating expenses are deducted.

"The record of cash and charge sales is kept separately. There is a double check on invoices so shortages may be discovered



DAILY SALES REPORT
GOLF SUPPLIES

WEATHER Good DATE May 18 1932

Qty	Maker	Model No.	Cost Price	Selling Price	Description	Register Readings	Cash	Charge
2	Spalding	1000	18 00	24 00				
4	Wilson	P34	22 50	30 00		Todays Readings	283 00	344 00
9	Burke	Bull	50 00	65 00	GOLF	Previous Readings	152 00	
3	McGregor	Cat	9 00	12 00		Receipts	$131 00	60 00
					CLUBS	Cost	99 50	
						Profit	$ 31 50	
6-15	Totals		$ 99 50	$131 00	131 00			$ 74 00
20	Balls	C 75	10 00	15 00				
15	"	C 50	5 00	7 50		Todays Readings	135 30	
9	"	C 35	2 00	3 05	GOLF	Previous Readings	106 00	
6	"	C 25	1 00	1 50		Receipts	$ 29 30	
15	Tees	C 15	60	2 25	BALLS	Cost	18 60	
						Profit	$ 10 70	
					TEES			
55	Totals		$ 18 60	$29 30	29 30			$ 15 00
2	Jupiterose	E-20	8 00	12 00				
1	Spalding	445	10 00	15 00		Todays Readings	146 00	
1	Burke	P45	3 00	5 00	GOLF	Previous Readings	96 00	
1	Wilson	300	20 00	28 00		Receipts	$ 50 00	
					BAGS	Cost	41 00	
						Profit	$ 19 00	
5	Totals		$ 41 00	$ 60 00	60 00			
2	Spalding	Hale	2 00	3 00		Todays Readings	30 00	3 00
2	Burke	Pro	1 00	1 50	GOLF	Previous Readings	22 50	1 50
1	Wilson	Cup	2 00	3 00	Acces-	Receipts	$ 7 50	
					sories	Cost	5 00	
5	Totals		$ 5 00	$ 7 50	7 50	Profit	$ 2 50	$ 4 50
2	Club Clean	Etna	90	2 25		Todays Readings	49 50	
2	Shafts	Hand	2 00	4 25	GOLF	Previous Readings	45 00	4 25
3	Grips	Rubber	20	1 00		Receipts	$ 7 50	
					Repairs	Cost	4 20	
	Totals		$ 4 20	$ 7 50	7 50	Profit	$ 3 30	$ 4 25
6	1944	Single	3 00	9 00		Todays Readings	59 00	9 00
3	1944	Brite	3 00	9 00	GOLF	Previous Readings	47 00	
						Receipts	$ 12 00	
					Lessons	Cost	6 00	
	Totals		$ 6 00	12 00	12 00	Profit	$ 6 00	$ 9 00
	Grand Total		$ 174 30	$254 30	287 30	Charge Total	$	$ 106 75
	Total Cost		$	$ 173 30		Cash Total	$	$ 140 55
	Total Profit		$	$ 73 00			$	$ 247 30

Daily No. Sales	CLUBS				BALLS SALES								TEES								MISCELLANEOUS							
	Wds	Irns	Putts		$1.00	50c	75c	$1.50	$2.00	50c	75c	Misc	50c	75c	1.00						Bags	Less	Rng					
Previous Day	54	119	40		52	26	112	55	56	34	48		54	76	34		23	57	-		8	19						
Sales Today	6	13	4		-	-	23	15	-	9	6		6	16	-		5	3	-		1	2						
Total to Date	60	95	56		52	26	92	80	85	75	42		48	61	34		17	61			7	8						

and a double check on charges to prevent loss through forgetfulness in charging. Any stock leakage is quickly brought to light."

It is Livie's observation that a pro or his assistant can properly operate the system in less than 15 minutes a day.

Bill has had these sheets printed in monthly book form and copyrighted. Any pro who is interested in further details of the system or buying the sheets can get the whole dope from Livie by writing him at Willowick, O.

PRO CRITIC "CALLED"

Coast PGA Official Says Charge of Laying Down Untrue

UNDER the head of "Pro 1932 Business No Cause for Fears and Tears," March GOLFDOM quoted excerpts from an article in *Northwest Golfer* on pro grumbling. GOLFDOM'S comment was to the effect that the grumblers were greatly in the minority but were damaging the work of the uncomplaining, constructive pro wrokers.

W. Pursey, pro at Inglewood C. C., Seattle, and prominent in pro official business circles, confirms our statement that the mistaken idea some writers and members are liable to get from an occasional bellyacher, is an injustice to the vast majority of the professionals. Pursey writes:

In your March issue of GOLFDOM you have an article taken from the "Northwest Golfer" which states that a large majority of golf professionals in the Northwest territory, are, owing to the business depression, letting things slide—neglecting their duties and generally taking no interest in their work or their club.

I want to say that this statement is false and entirely uncalled for and that a letter has been sent to the editor of the magazine concerned asking for an explanation and the reason for such an article appearing in print.

You will notice the term "large majority" is used. On reading the article I felt it my duty to ring up the editor and register a protest. I asked where these conditions existed—as I was not aware of them. I was told they did exist, and the name of ONE club was given.

Why anyone would take the trouble to go out and hunt up a condition like this and then publicly state it was a general condition as evidenced by the terms "large majority" and "number of professionals" is beyond me.

In any business or any section of the country, you will probably find individuals not functioning as they should, EVEN ON MAGAZINE STAFFS, whether times are hard or not but to brand the whole as being worthless is ridiculous.

I would appreciate it if you would give me a little of your valued space for this letter to correct the impression such an article might cause in other sections of the country.

As you know, the National P. G. A. and sectional bodies are working all the time to find ways and means whereby the professional who is a member may become more efficient, and be of more value to his club, and anyone acting in the manner described would probably not be a member long.

Yours very truly,

W. PURSEY,

Pacific Northwest P. G. A.

FIGURE course maintenance costs net by subtracting guest green fees. It shows how money spent to make playing conditions more attractive to guests is sound economy.