

STATEMENT

1. Cash Sales	\$1,500.00	
2. Charge Sales	3,500.00	
3. Total Sales		\$5,000.00
4. Mdse. at beginning of Period.....	\$1,000.00	
5. Purchases	3,334.00	
6. Total (line 4 plus 5).....	4,334.00	
DEDUCT:		
7. Mdse. at end of Period.....	\$1,000.00	
8. Cost of Mdse. Sold.....		3,334.00
9. Result—Gross Profit (line 3 minus 8).....		\$1,666.00
DEDUCT EXPENSES:		
10. Pro's Salary—7 Mos. at \$150 Each Mo.....	\$1,050.00	
11. Payroll—Others (boy 33 weeks at \$12.00).....	396.00	
12. Auto Expense	200.00	
13. Advertising	50.00	
14. Insurance	30.00	
15. Taxes	25.00	
16. Postage, Freight, Express, P.P. & Misc.....	200.00	
17. Depreciation	50.00	
18. Total Expenses		\$2,001.00
19. Profit or Loss.....		335.00
OTHER INCOME		
20. Salary from Club (\$100.00 per Mo.).....	\$1,200.00	
21. Lessons	1,000.00	
22. Club Cleaning	2,000.00	
23. Total—Other Income		\$4,200.00
24. Net Profit or Loss.....		3,865.00

Note that when you charge proper expenses against pro-shop operation, you may lose dough in operating a pro shop for member convenience. It's something officials and members don't appreciate about the pro job.

age, freight, express, parcel post and misc." item some of these specifically omitted charges are covered, but in the average case instead of a \$250 total for the shipping charges, depreciation and miscellaneous, a figure nearer twice that amount would be right.

However it was obvious from Hall's talk and the comment that followed when the fellows gathered after the meeting and talked things over that the sore spot in the pro credit situation can be blamed on neither the pros nor the manufacturers having full and accurate information on pro cost of doing business. A similar situation of lack of definite knowledge does not exist so generally in any other retailing field that can be called to mind readily. Pros actually are much better business men than even most of the pros realize and that this condition of cost blindness exists may be check down as due to oversight which requires early correction.

Hall submitted his specimen statement as merely an outline. There are plenty of holes in it, he admitted. One omission that will strike many pros is that of losses in accounts of former members, or present members when the club does not handle pro accounts. Another charge he does not record, but which several pros incur, is a

charge for the service of a competent bookkeeper to go over the pro accounts monthly.

Hall did say that it mystified him why so many pros were able to remember stroke for stroke their games for months but when it came to bookkeeping would plead that "figures were not in their line." This statement, GOLFDOM's readers may recall, is identical with one made by Dan Goss several years ago in a notable series of articles on pro accounting.

The Hall specimen statement follows. Shoot it as full of holes as you want to; that was the idea of Hall in preparing it as a beginning for cooperative work that would result in a standard, simple, easily-kept pro accounting record.

ALLEX CUNNINGHAM, veteran pro at North Shore CC (Chicago district) has a handicap board record that will make you blink. Out of 180 members Alex has 73 of them in Class A and only 2 shooting in Class D.

He not only has a big lesson business but a successful one as the above record proves. For four years he's had free class lessons for women and children.

Can any other pros beat the Cunningham record in developing low handicap players?