# Printed Forms Put Pro Shop Operation on Efficient Basis

By JERRY E. ZOLAN

Pro, Newark Country Club, Newark, N. J.



Jerry E. Zolan

The golf pro of today faces stiffer competition and an increasing number of new tasks every season. In order to survive — and pressure surely will eliminate the weak — one must not only play the game well; help members improve their game; train caddies; supervise play, tournaments, maintenance, etc., but he also

must be a first class business man.

The above aspects of the pro's duties have been discussed here before, but very seldom do we hear any suggestions on how to systematize our pro shop operations on an efficient basis so that only a minimum amount of paper work is required for a clear picture of the business. The answer to this is a complete set of properly designed PRINTED FORMS AND RECORDS for various departments of the pro shop operation. A lot of time can be saved by using these, and time is a precious commodity to a pro at a busy club.

Revenue from storing and servicing members' clubs, for a seasonal fee at most clubs is one of the most lucrative incomes. I am not going to tell you how to service the clubs in your custody-any pro worth his salt knows the mechanics and he must train his shop boy to do the job right. But, to keep a record of each bag in the shop, when it came in, when checked out, what clubs the member has, his rack number. etc.—that's another matter. Usually the pro keeps some sort of book where each season he records the names of members who keep their clubs in his shop. Each season he must re-write names, add new ones, make numerous changes in racks due to resignation, and so on. All this entails a lot of paper work and still does not give a clear picture of the storage department.

### Card File System

By using a 4 x 6 inch card file system one can have a complete record at his finger tips at all times. Each card can be used for several years and has proper columns for rack number, member's name, address and telephone, when he joined, type of membership, birthday and handicap. Each year-space is divided into twelve monthly columns. By simply placing the date in the proper monthly column a person knows at a glance when clubs came in or when they

	ME	m	9	one	0,		Tw.	of.	et.	_	cit	- 10
7-12	ME A	DORES	1:	83	- 7					•	9	7
	SINES	S ADD	RESS	7:	10.	46	m	ain	J (	Jone	s t	0
INS	TRUC	TION	6/1	0 -		ID #	10 00		3 10	.00	1	
Ra	c	me.					6/2/		7/	26/4	7	1
		JER	RY	E. Z	OL	AN,	GOL	FIN	STRL	сто	R	
4/2/47	439	6/18	7/3	7/12	7/14	7/26	8/24	9	10	11	12	Ŀ
13	14	15	16	17	18	19	20	21	22	23	24	25

Lesson card, on reverse side of which is noted playing faults, dates and changes in style, improved scoring, etc.

left the shop. The card also provides space for information indicating whether storage is on a monthly or seasonal basis, and when paid. At the bottom of the card, under "remarks," reminders about saddle soaping bags, change in racks, etc. may be noted. On the reverse side a complete record can

	LAN, PROFES DIE GOLF CLUB S. NEW YORK	SIONAL	
Supplies 6 Sote		5	70
Lessons			
Storage and Cleaning		1.	00
Repairs #3 Wood	grip	1.	50
Repairs #3 Wood Tournament Mixed Fou	rsome	1.	00
MEMBERS NUMBER	TOTAL	9.	2
(SIGNED) W. Jones	Nº	29	95

Sheets from charge pad are numbered for reference when issuing statements.

19 J9	NAM	E		10	HN	N	1. Z	OE						янтр Go	
110	ADDI	RESS		4	141	E	LA	7 5	57.	C	TY		BIRTH:	YEAR 19	05
2 1 18	РНО	NE 7	RES	:12	3-1	P	BU	5: 7	410	,			DATE	SEPT.	2
YEAR	JAN	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	MONTH	SEASON	PAID
1947		r. r.		IN IOTH						2137	1/5			V	5/4/47
1948															
1949								7							H. E.
1950															
	144														
													+		100
REMARKS 6/12	147	Ch	ang pl	ing	to	4/10	24	Nee Oc	ds 1	ligg - of	er.	rac	k —	ok	

MEMBER	CLUBS	MAKE	NOS.	COMME	NTS AND RECOMMENDATIONS
. MR.	3 woods	Reg SPALD.	123	Needs #4 W	od - 4/2 - 13/2
	6 IRONS	WILSON Top Notch	234579	Interested	I in new IRONS
Z. MRS	woods			Needs: 3 W	100DS - 42"- 12 12
	IRONS			6 2	TRONS (SHORT) Prefers
3. M	WOODS				77 020 03
	IRONS				
4. M	WOODS	Market I			
	IRONS				
	BAG	SHOES	ACCES	SORIES	REMARKS
1.	ok	OK	SPORTSWE	aR!	(900d dresser)
2.	v	L			
3.					

Ç,	-	-	m	-	

Nº 190

JERRY E. ZOLAN

Golf Professional

	Sept. 30	1947
Mr. John Doe 441 Elm Dr City		
1 441 Elm De	<del>-</del>	
leity		

Please detach this coupon and mail with your check

Amount Remitted \$\_

#### JERRY E. ZOLAN, Golf Professional

Date	Description	Supp	lies	Lessons	Seora Clear	ige-	Rep	airs	Touri		Tot	al
-	Balance Per Previous Statement	aug									2	85
9/15	# 2995	5	70		1	00	1.	50	1.	00	3.	50
1/10 # /	199 • CREDITS	2	ou								3	70
	BALANCE DUE										10	45

All Accounts Payable by the 10th of the Month Following Purchase

\* CREDITS for tournaments applicable towards purchase of merchandise ONLY

Your Charge Tickets Enclosed

Above: Business-like statement gives buyer confidence and assures accuracy in detailing charges and credits. At left: Front and back of the service card on which Zolan records services rendered and member's potential needs.

NO		JERRY E. ZOLAN GOLF PROFESSIONAL	DATE	***************************************	
	то_				
PLI	EASE SH	P THE FOLLOWING:			
PLI	CODE STYLE	P THE FOLLOWING:			EXTENSION
UANTITY	CODE	P THE FOLLOWING:			

Zolan's form for ordering merchandise, duplicate of which is kept in his files for control reference and delivery checking.

be kept of members' clubs, bags, and accessories. This information will be found useful when ordering new stock. Going through the file and reviewing each card will give a good idea how many sets of irons, woods, putters, bags, or head covers will be needed to supply the members in the coming season.

A member's ledger may be dispensed with by using monthly statements made in duplicate form. Carbon copies of statements can be filed alphabetically in a loose-leaf book and originals sent to members with original charge and credit slips, copies of which remain in the book. Any transaction can be quickly found by referring to numbers of charge or credit slips on copies of statement regardless of how far back it may be. Members may be credited with the amount which they have at the end of the month, if they so desire. In many cases the member will let his credits accumulate during the season and apply the total amount against the purchase of a golf bag or set of irons. In that case the original credit slips are kept on file in the shop.

Records of purchases are necessary to efficient operation. A convenient form of ordering merchandise needed in the pro shop is the use of order blanks bound in books or pads so that a carbon copy of each remains in the book. This provides a permanent record of what is ordered, from whom, and when. Printing statements,

order blanks and letterheads in one standard size and using window envelopes to avoid duplication in the rewriting of names and addresses is another timesaver.

#### Lesson Record Card

Golf lesson records should be kept to keep track of your pupils from year to year. This can be done very simply by using lesson cards. Hunting through your appointment book to find out when Mr. Jones had his last lesson, how many lessons are still due, or what progress he is making can be avoided with the use of a lesson card. It will give all of this at a glance.

Efficient caddie service is a major concern of most clubs. A 4 x 6 card with caddie employment blank on one side and the caddie record on the other will prove invaluable in building efficient caddie service. The card provides space for name; address; telephone; badge number, date issued, date returned; rating; conduct; attendance; awards; violations, date, nature and penalty; and playing ability. As caddies report for duty, pull the respective cards from the file and stack them up in the order of arrival or preference. When caddie goes out, take his card out and place in another stack. In this way an accurate record is at hand on the number of caddies available, their rating, and how many are

(Continued on page 78)

R



D

Available Now For

### IMMEDIATE DELIVERY

(D)

# B. J. KESLING.

220 W. MADISON ST. CHICAGO 6, ILL.

### R. H. Tractor Wheel SPUDS

quickest to put on or take off. Increase tractor effi-ciency and cultivate turf that's why more than half the U.S. and Canadian clubs use them. Durable and low priced.

Sample spud and circular on request; advise make of tractor and purpose for which intended.

Immediate shipment. If your Ford or equipment dealer cannot supply, write direct to

R. S. HORNER. Geneva, Ohio

MFR. OF SPUDS, FORD SON WHEELS, ETC.



SADOE N	0.	HAI	ME:			A
HUNCH HAVE AND ADDRESS OF	DEP.	PHI	ONE:			В
CHARACTE						
CONDUCT						
ATTENDA	CE:			 		
ATTENDA	(CE:			 		
ATTENDATA	OLF:			 T		
ATTENDAR AWARDS: PLAYS OF	OLF:			DATE	VIOLATIO	
ATTENDATA	OLF:			DATE	VIOLATIO	HS PENALTY
ATTENDAN AWARDS: PLAYS OF	OLF:			DATE	VIOLATIO MATURE	PEHALTY

Zolan's caddie record card, back of which is detailed employment blank.

### PRINTED FORMS

(Continued from page 45)

out. If the pro desires, this system can be supplemented with the use of caddie slips.

As a final suggestion and one which will be a saving to the pro who sets up this or a similar system of records it may be wise to leave space for your club affiliation when having your statements, order blanks, charge slips, credit memos, and lesson cards printed. Using a rubber stamp for this information prevents the necessity of completely reprinting these forms in case a change in affiliation is made within a matter of a few years, taking advantage of lower costs for quantity printing.



Bill Gordon, Tam O'Shanter CC pro (center) newly elected pres. III. PGA with Lou Strong (left) Park Ridge CC, Sec'y-Treas, and Alex Cunningham, retiring pres., made honorary pres. for life, after 13 years of leadership. —Photo by J. Van Fossen

## 1914 • FULNAME MARKING SERVICE • 1947

A Fulname Ball Marking Machine should be installed — preferably by the club — as permanent club shop equipment.

The players are easily shown the value of Fulname Marking to themselves and to the game. Their investment in individual Fulname Dies is very small in comparison with the benefits.

The Pro profits by the sale of these Dies, but more from the service which brings players to his shop regularly for ball purchases - and other merchandise. Write for complete information.

Completely equipped shops have Fulname Marking Service — is your shop one of them?

THE FULNAME CO.

CINCINNATI 6, OHIO