

Printed Forms Put Pro Shop Operation on Efficient Basis

By **JERRY E. ZOLAN**

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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

NAME	Mr. Jones, New R.											
HOME ADDRESS	121 Elm St. - City											
PHONE	123 - R											
BUSINESS ADDRESS	1046 Main (Jones & Co)											
PHONE	721											
INSTRUCTION RATES	6/10 -	PAID	4/10 ⁰⁰	10.00								
Rec. - Mr. Smith	DATE		6/2/47	7/26/47								
JERRY E. ZOLAN, GOLF INSTRUCTOR												
1	2	3	4	5	6	7	8	9	10	11	12	
6/2/47	6/9	6/18	7/3	7/12	7/14	7/26	8/24					
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

DATE		JERRY E. ZOLAN, PROFESSIONAL	
9/15/47		DUNWOODIE GOLF CLUB YONKERS, NEW YORK	
Supplies	6 bats		5 70
Lessons			
Storage and Cleaning			1.00
Repairs	#3 Wood Grip		1.50
Tournament	Mixed Foursome		1.00
MEMBERS NUMBER		TOTAL	9.20
(SIGNED) MEMBER	W. Jones	N!	2995

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

RACK NO 79		NAME JOHN W. DOE		MEMBERSHIP GOLF											
110		ADDRESS 441 ELM ST. CITY		JOINED '45 HEB. 12											
PHONE RES: 123-R BUS: 7410		BIRTH YEAR 1905		DATE SEPT. 2											
YEAR	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.	MONTH	SEASON	PAID
1947			IN							OUT				✓	5/4/47
1948			10/27							2/25					
1949															
1950															

REMARKS **6/12/47 Changing to #110 - Needs bigger rack - OK**
Saddle soap bag Apr + Oct - OK

MEMBER	CLUBS	MAKE	NOS.	COMMENTS AND RECOMMENDATIONS
1. MR ✓	3 WOODS	Reg SPALD.	1 2 3	Needs #4 Wood - 4 1/2" - 13 1/2"
	6 IRONS	WILSON Top Notch	2 3 4 5 7 9	Interested in new IRONS
2. MRS ✓	WOODS			Needs: 3 WOODS - 42" - 12 1/2"
	IRONS			6 IRONS (SHORT) ^{Pratt & Berg}
3. M	WOODS			
	IRONS			
4. M	WOODS			
	IRONS			
	BAG	SHOES	ACCESSORIES	REMARKS
1.	OK	OK	SPORTSWEAR!	(good dresser)
2.	✓	✓		
3.				
4.				

No: 190

Statement
 JERRY E. ZOLAN
 Golf Professional

Sept. 30 1947

TO **Mr. John Doe**
441 Elm St,
City

Please detach this coupon and mail with your check

Amount Remitted \$ _____

JERRY E. ZOLAN, Golf Professional

Date	Description	Supplies	Lessons	Storage-Cleaning	Repairs	Tournament	Total
	Balance Per Previous Statement	Aug.					2 85
9/15	# 2995	5.70		1.00	1.50	1.00	3.50
9/10	# 199 * CREDITS	2.00					3.70
BALANCE DUE							10.05

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.

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B. J. KESL INC.

220 W. MADISON ST. CHICAGO 6, ILL.

**R. H. Tractor
Wheel SPUDS**

quickest to put on or take off. Increase tractor efficiency 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.



BADGE NO.		NAME:		CLASS A B
ISSUED:		ADDRESS:		
DEP.		PHONE:		
CHARACTER:				
CONDUCT:				
ATTENDANCE:				
AWARDS:				
PLAYS GOLF:				
REMARKS:	VIOLATIONS			
	DATE	NATURE	PENALTY	

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. Ill. 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

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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.

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THE FULNAME CO.
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