

Records in the Golf Shop

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When we speak of "records," we are prone to think in terms of scores, such as Al Brosch's 60 for 18 holes during the third round of the Texas Open last year or the neck-and-neck finish of Doug Ford and Dutch Harrison at San Antonio, with 265s for 72 holes. Consequently, shop "records" seem extremely commonplace. However, as in every other business, adequate bookkeeping records have become a must with the successful professional in serving today's golfer and his club.

With this in mind, officials of the PGA a few years ago started an extensive study to devise a simplified bookkeeping system tailored to fit the needs of the present-day professional and his shop. Through the generous help of Mr. S. C. (Chick) Allyn, president of the National Cash Register Company, who at that time was Chairman of PGA's National Advisory Committee, the Bookkeeping System, which complies with these requirements, was devised and published.

The many changes which have taken place in the business habits and the thinking of the professional through the years have underlined the necessity of a sound method of recording business transactions. Until the late Twenties one could procure in the pro's shop only those things which, according to present-day standards, were the bare necessities for playing the game. The professional's stock-in-trade then consisted of balls, clubs, bags, repairs and lessons. His time was taken up mostly with teaching, playing and making and repairing clubs. Such things as income taxes were not so burdensome as they are now. The introduction of the steel shaft, matched sets of clubs and additional items began to divert the professional's attention from the workshop and focus it on his display room. Also, he became, with the times, more conscious of tax problems and the need for better records.



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Along with his progress in the field of merchandising, the professional also has played an important part in furthering the success of his club. He is often found in such roles as public-relations man and tournament supervisor, apart from teaching and junior-golf promotion. Problems in business administration have increased in proportion. While spreading the professional's time even more thinly, these things have added to the many matters of which he must keep track, thus making even more essential a set of records which not only will provide complete and accurate coverage but also will enable him to conserve as much time as possible.

While the PGA, ever alert to the needs of its members, offers countless other services, no service is more important to the PGA member than the Bookkeeping System. Bill Hall of Atlanta, Ga., PGA vice-president, is in charge of activities pertaining to the PGA Bookkeeping System and copies can be had through the Association's headquarters at 134 N. La Salle St., Chicago 2, Ill.