

1918

Business record system for jewelers endorsed by the Federal Trade Commission and The Associated Advertising Clubs of the World; Facts : Four simple records with simple rules for daily knowing and using all the vital facts of your business; Business record system for retail jewelers

Robert H. Ingersoll & Bro.

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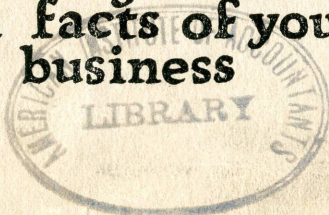
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FACTS



1914

Four simple records
with simple rules
for daily knowing
and using all the
vital facts of your
business



FACTS



Four simple records
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Are Your Accounts Within the Law?

Section 1001 of the War Revenue Act reads: "Every person, corporation, partnership, or association liable to any tax imposed by this act shall keep such records as the Commissioner of Internal Revenue, with the approval of the Secretary of the Treasury, may from time to time prescribe."

Are Your Records Ready?

The
Business Record System
for Jewelers

Endorsed by

The Federal Trade Commission
and
The Associated Advertising Clubs
of the World



Distributed by

Robt. H. Ingersoll & Bro.

315 Fourth Avenue, New York

37 South Wabash Avenue, Chicago

360 Fremont Street, San Francisco

128 Bleury Street, - Montreal

*“BUSINESS is a Game; the Prizes go to Him
who Plays with Brain instead of Brawn.”*

You are playing a great game. Do you get the joy and life out of it that a man should, who plays a straight, clean game? Do you play it as a game with the cards of facts spread out before you, where you may shuffle and array and compare them as all successful men do? Or *are you playing with imaginary cards against men who hold real cards?*

Do you *know* what your competitors, the chain stores, mail order houses, etc., hold in their hands? They know what you hold, for they have business records and systems and statistics, worked out to the very finest degree, that show them, for example, the average number of people who pass or enter

competitive stores, how many steps it takes a clerk to wait on customers in various departments, the efficiency reaction of high-heeled shoes, etc. *No* detail is “too insignificant” for these successful stores.

What do you *know* about your business? Are You Playing a Game of Blindman’s Buff upon a Precipice, You the Blindfolded Man?



Are you the blindfolded man?

THE BUSINESS RECORD SYSTEM

YOU are interested in an accounting system for your store or you would not have asked for this booklet. The aim in this *Business Record System* is simplicity, directness and efficiency. To carry out this same idea, we will plunge at once into the working of this system without the usual booklet preliminaries of trying to fan your emotions up to "buying heat." What we want is to convince your common sense and reason in the interest of better business.

This system is the result of the careful study of the needs and desires of the 20,000 representative jewelers in the United States. It was evolved in order to give facts each man *needs* to know. It is interpretative accounting, not mere bookkeeping or record making. Its aim is not simply to provide a way of *keeping* books or facts, but rather showing how to make vital facts *work for your profit*.

Facts and figures are *entered* and *arranged* and *compared* in such a way that, with the least expenditure of time and energy, you can know each day what every part of your business is doing and *why*. You know *each* night, each week, each month, each year the facts you need to *guide* you in *all* your buying, your selling and your management. It is the brains of your business. It is intelligence.

A Complete Illustrated Book of Instructions

comes with this system. It takes the merchant step by step through the process of installing and working the system. This book is really a treatise on merchandising, for as problems arise it always suggests the general or specific rules or ideas that should guide the merchant. It is packed with money for every *live* man. In a small book of 35 pages (9½ by 12) it tells you *vital* facts you *need* to know about:

- (a)—How to start the system (each step in stock taking, entering records, etc., is discussed briefly but to the point).
- (b)—How the system works.
- (c)—Keeping the stock record so it will guide in all buying and selling.
- (d)—Figuring and increasing stock turnovers.
- (e)—The repair department and how to make it pay.
- (f)—How to figure profits.
- (g)—Laying out a budget of expected expenses and sales.
- (h)—Figuring and Charging Freight, Express, etc.; Keeping a Record of Bills; Figuring and Making Use of Cash Discounts; Paying Bills—when and how; Advertising; Sales for the day—what they should tell you; Keeping a perpetual Inventory; Returned Goods; Customers' Accounts; Rent; Heat, Light and Power; Insurance; Taxes; Equipment; Depreciation; Management Expenses; Slow Accounts; Sundry Accounts; Capital; Profit and Loss; Monthly Summaries; Making a Balance; Bank Balance; Inventory; Personal Accounts; Figuring Buying Expenses; Figuring Proprietor's Salary (do you get one?).

Vital, money-making, guiding information is packed into this book of 35 pages. No time or words are wasted. The book talks right to the point. It gives facts and principles you *need* to know.

Masters of Retailing Evolved This System

THIS system represents the thorough work of some of the best business and accounting experts in the country—men who are deeply interested in the problems and the success of the retail merchant.

The Institute of Accountants in the United States of America; the Harvard Bureau of Business Research; the Federal Trade Commission; the National Association of Credit Men; numerous national and state trade associations,—these are a few of the institutions and organizations, not to mention the many individuals who co-operated with the following committee of the Associated Advertising Clubs of the World, to make this Business Record System:

W. H. INGERSOLL, Chairman, Marketing Mgr., Robt. H. Ingersoll & Bro. Frank A. BLACK, Advertising Manager, Wm. Filene's Sons Co. W. H. JOHNS, Vice-President, George Batten Co. R. H. MONTGOMERY, Lybrand, Ross Bros. & Montgomery, Accountants. PROF. PAUL T. CHERINGTON, Graduate School Business Administration, Harvard University. The late EDWIN A. WALTON, Advertising Manager, Burroughs Adding Machine Co. W. M. COOPER, Advertising Manager, American Sales Book Co. PROF. C. H. PRESTON, Extension Division, University of Minnesota.

Four Simple Forms

This system consists of four simple forms in loose-leaf binders:

1. The Stock Record.
2. Sales Analysis Sheets and Monthly Inventory.
3. Business Record.
4. Trial Balance and Merchandising Summary.

1—The Stock Record

One sheet is to be used for each department and main class of article (see illustration opposite). One entry for each article not a duplicate of another. Leave spaces for entering new orders by ditto marks and by recording new amounts, dates, or other *new* facts. You now have a continuous daily up-to-date stock record. Confusion and burden of yearly "inventory time" are replaced by daily order requiring a few moments a day.

Each day (or week) check off units sold and enter new shipments. That is all there is to the keeping of this record. *But it holds the secret of the success of chain stores, department stores, your successful competitor, etc.* Remember this.

Exactly what have you invested in each department? How much in *dead* stock? Plan accordingly.

How long have you had this stock? Exactly what is it costing you? Plan accordingly.

What departments need bolstering up? How much? Plan accordingly.

What stocks are moving slowly? Why? Experiment on these and compare results. Plan accordingly.

What departments are overstocked? How much? What will it cost you to carry this? Plan accordingly.

The instruction book is full of vital suggestions for making this record yield moneyed facts like these. It is invaluable.

2—Sales Analysis by Clerks and Sales Analysis by Departments

This form provides for eleven clerks and eleven departments. If you divide your stock into more

DEPARTMENT *Sold Jewelry*
 ARTICLE *Rings (Ladies Stone Set)*

STOCK RECORD

JOBBER NUMBER	DESCRIPTION	BOUGHT FROM	DATE OF INVOICE	DATE REC'D	QUANTITY BOUGHT	UNIT INVOICE COST	UNIT RETAIL PRICE	MARK-UP	% MARK-UP	MARK DOWN	UNITS SOLD, AMOUNT OR DATE OF SALE, OR TO WHOM SOLD	RETURNS BY CUSTOMER	INVENTORY			OUR STOCK NUMBER
													ACTUAL COUNT	INVENTORY VALUE	RETAIL PRICE	
T34216	Spanish Topaz 14k Mounting	V. P. Jewelry Co.	2/16	2/25	3	7.50	12.00	4.50	37 1/2		1					R 164
R2496	Synthetic Rubies Rose Ring	Cherney Bros.	"	2/16	8	5.50	9.00	3.50	39		111					R 187
A8432	Swedish Amethyst Ring	Riley + French	2/16	2/26	6	7.50	12.00	4.50	37 1/2		5					R 177
A4875	Emerald Doublet Placed Ring	"	2/16	2/7	6	5.00	8.50	3.50	41		3					R 178
A3580	Genuine Garnet " Ring	"	"	"	6	4.50	8.00	3.50	42 1/2		11					R 179

Wouldn't you like to know when your stock is running low, which lines are profit makers, and which are profit chokers? This record tells you these things—and many more. Size of sheets, 15 inches by 11 inches—in strong loose-leaf binder.

SALES ANALYSIS BY CLERKS

DATE *July 1, 1918*

1		2		3		4		5		6	
CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE
1.00	53.00	2.00	20.00	4.50	12.50	7.65	5.00	2.00	2.00	5.00	12.05
8.50		1.50	65	1.00	2.25	2.5	4.50	2.00	1.00	20.88	7.50
1.50		3.00		2.00	1.50	2.00	7.65	1.50	1.50	2.00	2.45
10.00		1.95		1.00	8.00	2.00	4.00	3.00	11.11	63.0	7.50

SALES ANALYSIS BY DEPARTMENTS

DATE _____

	A		B		C		D		E		F	
	COST	SELLING	COST	SELLING	COST	SELLING	COST	SELLING	COST	SELLING	COST	SELLING
	12.50	20.00	70	1.00	15.95	26.65	9.10	14.50	5.00	9.15	2.25	3.65
	35.00	55.00	1.20	2.00					7.50	12.00	1.20	2.25
	8.00	12.50	6.00	10.00							1.95	3.25
GOODS RETURNED			14.50	25.00								
		1.250										
NET SALES	47.50	75.00	23.40	38.00	15.95	26.65	9.10	14.50	5.00	9.15		
			1.75		5.00				2.00		12.00	
	21.00	53.00	16.50	20.65	15.25	21.00	14.00	23.00	21.00	17.45	23.21	NET SALES

This record will help you to promote the efficiency of your sales force and to know which departments are the best business producers. You can establish standards for the future.



MONTHLY INVENTORY AND COMPARISON OF SALES, PURCHASES, AND PROFITS

MONTH *July 1, 1918.*

INVENTORY					COMPARATIVE FIGURES									
DEPARTMENT A	COST	SELLING PRICE	MARK UP	% MARK UP	DEPARTMENT C	COST	SELLING PRICE	MARK UP	% MARK UP	THIS YEAR	LAST YEAR	INCREASE	DECREASE	
INVENTORY LAST MONTH	296400	520770	992380	45	INVENTORY LAST MONTH	84515	130100	405555	35	SALES:				
PURCHASES THIS MONTH (ADD)	28250	90200	91450	35	PURCHASES THIS MONTH (ADD)	48450	74550	26080	35	THIS MONTH	511050	463725	47325	
TOTAL	324650	610970	261580	43	TOTAL	133025	204650	76635	35	LAST MONTH	458710	431290	27420	
SALES THIS MONTH (SUBTRACT)	60850	92200	31350	34	SALES THIS MONTH (SUBTRACT)	47600	62000	20400	30	TO DATE	499	388790	511910	
REMAINDER	263800	518770	230230	45	REMAINDER	85425	136650	57235	32					
DEDUCTIONS (SUBTRACT)					DEDUCTIONS (SUBTRACT)									
INVENTORY THIS MONTH	263800	518770	230230	45	INVENTORY THIS MONTH	85425	136650	57235	32					
DEPARTMENT B					DEPARTMENT H					PURCHASES:				
INVENTORY LAST MONTH	158675	232300	74475	32	INVENTORY LAST MONTH	28750	55350	16600	30	THIS MONTH	364580	284350	80230	
PURCHASES THIS MONTH (ADD)	27600	39200	11830	30	PURCHASES THIS MONTH (ADD)	7800	11100	3260	20	LAST MONTH	258910	298735	39825	
TOTAL	186275	271500	86305	35	TOTAL	46550	66450	19860	30	TO DATE	317505	281400	36105	
SALES THIS MONTH (SUBTRACT)	32900	50500	12600	35	SALES THIS MONTH (SUBTRACT)	8910	12200	3290	30					
REMAINDER	153375	221000	73705	33	REMAINDER	37640	54250	16570	30					
DEDUCTIONS (SUBTRACT)					DEDUCTIONS (SUBTRACT)									
INVENTORY THIS MONTH	149875	222800	73905	33	INVENTORY THIS MONTH	37640	54250	16570	30					
DEPARTMENT C					DEPARTMENT I					PROFITS:				
INVENTORY LAST MONTH	208725	346250	105850	40	INVENTORY LAST MONTH	86050	129000	42950	33	SALES	511050	344160	166890	
PURCHASES THIS MONTH (ADD)	87525	145825	58950	40	PURCHASES THIS MONTH (ADD)	35000	46700	11600	25	COST OF GOODS SOLD	344160	166890	177270	
TOTAL	296250	492075	164800	40	TOTAL	121100	175700	54550	31	PROFITS	166890	177270	101620	
SALES THIS MONTH (SUBTRACT)	74200	118000	41260	35	SALES THIS MONTH (SUBTRACT)	7220	10500	3270	35	EXPENSES (SUBTRACT)				
REMAINDER	222050	374075	123540	41	REMAINDER	11390	165200	51280	31	NET PROFITS				
DEDUCTIONS (SUBTRACT)					DEDUCTIONS (SUBTRACT)									
INVENTORY THIS MONTH	222050	374075	123540	41	INVENTORY THIS MONTH	11390	165200	51280	31	TO DATE	4399850	2903900	485950	
DEPARTMENT D					DEPARTMENT J					EXPENSES (SUBTRACT)				
INVENTORY LAST MONTH	388225	549000	16075	42	INVENTORY LAST MONTH					NET PROFITS				
PURCHASES THIS MONTH (ADD)	61050	101750	40200	40	PURCHASES THIS MONTH (ADD)									
TOTAL	449275	650750	200950	43	TOTAL									
SALES THIS MONTH (SUBTRACT)	68475	107000	38550	36	SALES THIS MONTH (SUBTRACT)									
REMAINDER	380400	543000	162400	43	REMAINDER									
DEDUCTIONS (SUBTRACT)					DEDUCTIONS (SUBTRACT)									
INVENTORY THIS MONTH	380400	543000	162400	43	INVENTORY THIS MONTH									
DEPARTMENT E					DEPARTMENT K					TURNOVER:				
INVENTORY LAST MONTH	94500	141750	47250	33	INVENTORY LAST MONTH					DIVIDE COST OF GOODS				
PURCHASES THIS MONTH (ADD)	19825	20800	8925	31	PURCHASES THIS MONTH (ADD)					SOLD BY THE AVERAGE				
TOTAL	114325	162550	57175	33	TOTAL					VALUE OF THE STOCK				
SALES THIS MONTH (SUBTRACT)	21050	25070	7020	35	SALES THIS MONTH (SUBTRACT)									
REMAINDER	93275	137480	50155	35	REMAINDER									
DEDUCTIONS (SUBTRACT)					DEDUCTIONS (SUBTRACT)									
INVENTORY THIS MONTH	93275	137480	50155	35	INVENTORY THIS MONTH									
DEPARTMENT F														
INVENTORY LAST MONTH	12750	90950	58200	42	TOTAL INVENTORY THIS MONTH	427320	85390	958070	40					
PURCHASES THIS MONTH (ADD)	18700	26720	8080	30	TOTAL INVENTORY LAST MONTH	4408900	303539	1455395						
TOTAL	21620	117670	66280	39	INCREASE OVER LAST MONTH	14400	50255	36615						
SALES THIS MONTH (SUBTRACT)	10865	24000	7130	30	DECREASE UNDER LAST MONTH									
REMAINDER	10735	93670	59150	45										
DEDUCTIONS (SUBTRACT)														
INVENTORY THIS MONTH	10735	93670	59150	45										

A prominent Kansas jeweler says: "Now that I understand what turnover is and how to find out which are the real profit payers, and the real profit losers, I say without qualification that this knowledge is the foundation of my modest success as a jeweler. I am just an ordinary jeweler, doing business in an ordinary store with ordinary people, and what I have done any ordinary jeweler can do if he will install a Business Record System and learn how to use the ordinary, every-day facts that he can easily and quickly record."

On the opposite page you will find some of the things you can get from the system.

than eleven departments, use one sheet and as many columns of another as are necessary.

What was the weekly, the monthly performance of each clerk? Of each department? Is each one standing on his or its own feet? Are any falling behind? How much? Why? Plan accordingly.

What were your net sales today? Your gross profit? How did this compare with other days, months, years? What causes the difference? Plan accordingly.

What goods were returned? Why?

Try posting sales records of clerks, or giving bonuses, commissions, etc., and watch the sales sheets.

Try various ads, positions, window displays, lighting, clerks, etc., and watch and compare the results on sales sheets. Let results guide future actions.

Judging by first month, and last year, what business have you a right to expect? Plan accordingly.

What will you need to buy?

Now, turn to page 10 for the explanation and description of the third and fourth forms of the system.

FRANK E. DAVIS, Northampton, Mass., *ex-President Mass. Retail Jewelers' Association*, uses the system, and says: "No merchant, however busy, can afford not to keep records that will show him positively and conclusively whether he is making or losing money. If making money, how to make more; and, if on the down grade, where to stop the leaks. I certainly hope that your efforts to help the dealer will be fully appreciated, as I am confident they will be. . . ."

What the System Did for One Jeweler

THE following actual figures, taken from a typical jeweler's books, show the usefulness of such knowledge as modern business records can give. This jeweler was an average business man and had been retailing for many years, but had not made much headway.

Note that the system did not *revolutionize* his business. It is *not* a magic box in which comes packed some substitute for judgment, industry, and patience. But see what it did for this jeweler. It may help you even more.

Department	FIRST YEAR	Stock	Sales
1 Rings	\$2,015.00		\$3,382.00
*2 Timepieces	3,072.00		2,916.00
3 Gold Jewelry	700.00		1,299.00
4 Plated Jewelry	2,000.00		2,528.00
*5 Sterling Silver	1,475.00		801.70
*6 Plated Silver	1,048.00		923.15
*7 Novelties	583.00		562.38
*8 Cut Glass	524.00		176.80
*9 Clocks	450.00		406.00
10 Optical	700.00		3,398.00
11 Music	1,200.00		1,843.00
*12 Umbrellas, Fountain Pens, Etc.	400.00		310.00
13 Repairs	300.00		2,000.00
14 Kodaks	900.00		3,778.00
15 Post Cards and Kodak Printing	300.00		671.00
Total	\$15,667.00		\$24,995.03

Department	SECOND YEAR	Stock	Sales
1 Rings	\$1,883.87		\$3,803.20
2 Timepieces	1,531.21		3,392.00
3 Gold Jewelry	985.34		1,018.60
4 Plated Jewelry	1,844.76		2,593.24
5 Sterling Silver	921.71		1,160.25
6 Plated Silver	940.65		1,870.85
7 Novelties	342.28		818.97
8 Cut Glass	207.77		574.50
9 Clocks	397.06		587.55
10 Optical	561.70		2,785.77
11 Music	1,796.72		2,717.09
12 Umbrellas, Fountain Pens, Etc.	264.92		379.78
13 Repairs	394.85		1,972.78
14 Kodaks	1,140.58		3,154.67
15 Post Cards and Kodak Printing	522.00		536.62
Total	\$13,705.42		\$27,865.87

First Year

"These totals were eye-openers," says this jeweler. "I found that seven of the fifteen departments (the ones starred) did not produce sales equal to the investment in stock. I hate to admit it, but some of these stickers were favorites of mine and I supposed they were paying me a good profit—they did on *paper*. The actual figures showed that I would have to speed up some of these lines or discontinue them. They were eating up the profits I made on the lines that turned rapidly. Why didn't someone tell me all these facts years before? *I have wasted years of the best part of my life because I didn't know.*

Second Year

"You will notice that in the second year all departments showed sales greater than the stock investments.

"The system also showed me other things about my business that I did not know. I found that I had an indifferent clerk who was not earning his wages. I always had the complete records of my business before me and found it easier to get credit from manufacturers and wholesalers, and loans from my banker. Best of all, I ran my business—before, my business ran me. I had the FACTS. I pay a high-school girl seven dollars a week to keep my books and I spend my time in management and planning ahead."

3—The Business Record

Each of these headings is clearly explained in the book of instructions. You are told exactly *how* and *why* to make *each* entry and *how* and *why* to divide and *distribute* lump sums. These entries are made in this certain way in order to give you *facts you need to know*. Use one or more sheets each month as necessary. Entries are made whenever a bill is received or paid. You now have all the basic facts of your business before you day by day. A few of the facts the record will give you:

Exactly what capital have you tied up in charge accounts? Exactly how much profit did they eat up last month? The month before? Exactly how long have you carried these? "Get busy" with real collection remedies.

Exactly what are you paying for light, delivery, up-keep, etc.? How does this compare with months before? Where are the leaks? How can you stop them? Experiment and watch results day by day.

Exactly what does your repair department pay? Are your prices too low?

Exactly what did you pay for advertising last month? How did this compare with other months and years?

Are expenses creeping up in any department? Exactly how much? Why? Plan.

In order to meet your overhead expenses, exactly what mark-up must you charge on articles that have different rates of turnover? Plan.

What bills allow the most discount?

You now have a business record to show and your banker will be pleased to do business with you. You can now *prove* to him that your business is solvent and successful.



MONTHLY TRIAL BALANCE, STATEMENT OF EARNINGS AND EXPENSES, AND BALANCE SHEET

MONTH *July 1, 1918*

DEBIT ACCOUNTS	TRAIL BALANCE		CREDIT ACCOUNTS	CURRENT MONTH		TOTAL TO DATE		BALANCE SHEET	
	ALL DEBITS	ALL CREDITS		EXPENSES AND COSTS	EARNINGS AND SALES	EXPENSES AND COSTS	EARNINGS AND SALES	ASSETS	LIABILITIES
CAPITAL WITHDRAWN	50.00	18,774.50	CAPITAL INVESTED	X X X X X	X X X X X	X X X X X	X X X X X	X X X X X	18,100.50
FIXTURES AND EQUIPMENT PURCHASED	1,653.55	4,700.00	DEPRECIATION AND SALES OF FIXTURES AND EQUIPMENT	X X X X X	X X X X X	X X X X X	X X X X X	1,310.55	X X X X X
NOTES PAYABLE PAID OFF		50.00	NOTES PAYABLE ISSUED	X X X X X	X X X X X	X X X X X	X X X X X		50.00
INTEREST ON NOTES PAYABLE	5.00	X X X X X		5.00	X X X X X		X X X X X	X X X X X	X X X X X
EXPENSE: (MAKE NO ENTRIES ON THIS LINE)	X X X X X	X X X X X		X X X X X	X X X X X	X X X X X	X X X X X	X X X X X	X X X X X
FIXED CHARGES AND UPKEEP: (MAKE NO ENTRIES ON THIS LINE)	X X X X X	X X X X X		X X X X X	X X X X X	X X X X X	X X X X X	X X X X X	X X X X X
RENT	1,100.00	X X X X X		1,100.00	X X X X X		X X X X X	X X X X X	X X X X X
HEAT, LIGHT AND POWER	150.00	X X X X X		150.00	X X X X X		X X X X X	X X X X X	X X X X X
INSURANCE ON STOCK AND EQUIPMENT	360.00	X X X X X		360.00	X X X X X		X X X X X	360.00	X X X X X
TAXES ON STOCK AND EQUIPMENT	150.00	X X X X X		150.00	X X X X X		X X X X X		X X X X X
EQUIPMENT UPKEEP AND DEPRECIATION	4,500.00	X X X X X		4,500.00	X X X X X		X X X X X	X X X X X	X X X X X
BUYING EXPENSE: (MAKE NO ENTRIES ON THIS LINE)	X X X X X	X X X X X		X X X X X	X X X X X	X X X X X	X X X X X	X X X X X	X X X X X
SALARIES AND WAGES OF BUYING FORCE	1,000.00	X X X X X		1,000.00	X X X X X		X X X X X	X X X X X	X X X X X
OTHER BUYING EXPENSE		X X X X X			X X X X X		X X X X X	X X X X X	X X X X X
MANAGEMENT EXPENSE: (MAKE NO ENTRIES ON THIS LINE)	X X X X X	X X X X X		X X X X X	X X X X X	X X X X X	X X X X X	X X X X X	X X X X X
MANAGEMENT AND OFFICE SALARIES	1,400.00	X X X X X		1,400.00	X X X X X		X X X X X	X X X X X	X X X X X
MISCELLANEOUS MANAGEMENT EXPENSE		X X X X X			X X X X X		X X X X X	X X X X X	X X X X X
SELLING EXPENSE: (MAKE NO ENTRIES ON THIS LINE)	X X X X X	X X X X X		X X X X X	X X X X X	X X X X X	X X X X X	X X X X X	X X X X X
SALARIES AND WAGES OF SALES FORCE	6,400.00	X X X X X		6,400.00	X X X X X		X X X X X	X X X X X	X X X X X
BONUSES		X X X X X			X X X X X		X X X X X	X X X X X	X X X X X
ADVERTISING	450.00	X X X X X		450.00	X X X X X		X X X X X	X X X X X	X X X X X
MISCELLANEOUS SELLING EXPENSE	250.00	X X X X X		250.00	X X X X X		X X X X X	X X X X X	X X X X X
DELIVERY EXPENSE	400.00	X X X X X		400.00	X X X X X		X X X X X	X X X X X	X X X X X
MISCELLANEOUS EXPENSE	185.00	X X X X X		185.00	X X X X X		X X X X X	X X X X X	X X X X X
ALLOWANCES	375.00	X X X X X		375.00	X X X X X		X X X X X	X X X X X	X X X X X
FREIGHT, EXPRESS, AND DRAYAGE	37.10	X X X X X		37.10	X X X X X		X X X X X	X X X X X	X X X X X
REPAIR DEPARTMENT COSTS	767.70	424.50	REPAIR DEPARTMENT EARNINGS	3,866.60	4,742.50				8,770.00
INVENTORY AND PURCHASES OF MERCHANDISE	17,738.80	3,461.60	DEDUCTIONS FROM INVENTORY	X X X X X	X X X X X	X X X X X	X X X X X	4,277.20	X X X X X
	X X X X X	32.10	CASH DISCOUNT ON PURCHASES	X X X X X	32.10	X X X X X		X X X X X	X X X X X
COST OF GOODS SOLD	3,461.60	5,110.50	SALES OF MERCHANDISE	3,461.60	5,110.50			X X X X X	X X X X X
JOBBERS, MANUFACTURERS, AND OTHERS PAID OFF	3,627.00	5,761.70	JOBBERS, MANUFACTURERS, AND OTHERS OWED	X X X X X	X X X X X	X X X X X	X X X X X	X X X X X	2,154.90
CUSTOMERS CHARGED	8,255.10	4,221.60	CUSTOMERS CREDITED	X X X X X	X X X X X	X X X X X	X X X X X	8,033.50	X X X X X
ALL CASH RECEIVED	6,008.35	5,074.70	ALL CASH PAID OUT	X X X X X	X X X X X	X X X X X	X X X X X	8,950.55	X X X X X
SUNDRIES	345.00	1,000.00	SUNDRIES		345.00				
SUB-TOTALS				5,131.80	5,547.10			2,269.10	2,269.10
NET PROFIT	X X X X X	X X X X X		435.30	X X X X X		X X X X X	X X X X X	435.30
NET LOSS	X X X X X	X X X X X		X X X X X	X X X X X	X X X X X		X X X X X	X X X X X
TOTALS	42,880.44	42,880.44		5,567.10	5,567.10			2,269.10	2,269.10

Bankers are glad to accommodate jewelers who can show such a statement as this, and jewelers find this monthly summary invaluable in promoting sales and profits.

4—Monthly Trial Balance

Each entry is explained as to meaning and purpose. Exactly how did this month's performance compare with last month's? With last year's? Causes for differences? Plan.

Are you going ahead or backwards? Why? What have you done to remedy troubles? What have you not done? Exactly what are your profits and losses up to date? Plan.

What are your assets? Liabilities? What rate of interest are you making on your capital invested? Plan.

Exactly what was the total of each item of expenses last month? What must you increase? What decrease? Plan.

How can you make your stock turn over faster? Plan.

This system carries joy and life into your business.

Special Ingersoll Assistance

NO MATTER how simple an accounting system may be, it looks complicated from the outside. To safeguard and to guide in every way those who fear that either they or their clerks might "get lost," we have made lists of "Reminders" to be posted at various appropriate places. With these finger posts to guide, a school boy or girl could easily keep up the records by working at them an hour or so a day.

There is first a study or working plan, dividing the work up into logical units and guiding from step to step. There is a list of duties and suggestions for the *Stock Record*, the *Sales Analysis Sheet*, and for the *Business Record*. These lists refer exactly to

column numbers for each entry, and they cover daily, weekly, monthly, or yearly duties. Thru them and thru the other lists you are advised to make out and post according to your needs. The system is injected or distributed into your business.

We have also established at New York a department to help jewelers who need any further assistance in keeping up the System. If there is anything you do not understand, or if now or later you get into difficulty of any kind, write to our Service Department, explaining your trouble and we will make it all clear. There is, of course, no charge for this service.

Rules for Successful Merchandising

BUSINESS is a game. The rules for successful merchandising and "Money Making" are no longer a mystery or a secret. In the *Business Record System*, these principles are presented to you in *working* form. You are not loaded down with volumes of reading material or theories. It is system and merchandising reduced to its simplest form. You are given the four record sheets you need and the information you must have on each form. You are told how to *get* the information, exactly *how* and *where* to record it, and *how* and *why* to compare and study certain facts.

Many men "haven't time" to maintain a good system, yet they have time and are compelled to take time to straighten out tangles that would never have arisen if equal time were given to the use of sensible methods. They are working by fits and starts, but because their time is given merely to the surface troubles arising from the lack of a

proper foundation, they never "get anywhere," except a temporary relief which leaves untouched the cause.

The Jewelers' System is one complete whole. We find jewelry stores all over the country with patchworks of system which have never been matched together. They have picked up here and there a good-enough system for one part and another of their work, but these detached sections never were made to work together, and never can be combined to give the ultimate purpose, namely, a complete grand total of the store's entire operations. The Jewelers' System involves no duplication of work and yet leaves no dangerous gaps between its parts.

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"A grocer near me had a bad fire this Winter—lost everything. It was three months before he got anything from the insurance people, and then he had to accept their figures because he had been guessing at his business and did not have perpetual inventory or other records that meant something.

"If I had been burned out I could have a settlement with the insurance company and a new stock of goods on the way within 36 hours. I could prove what my stock was worth—this grocer couldn't."

*From a jeweler who uses the system.*



*I could prove what my stock was worth.*

## Is This System Worth While?

Modern accounting is a totally different proposition from the old-fashioned, aimless and laborious book-keeping which consumed time and tried patience without producing helpful information. The old bookkeeping did not concern itself with the real questions that perplex merchants; it did not show up the leaks; it did not shed light on live issues and was not a producer of information that the business man wants and can take an interest in— so he slighted it.

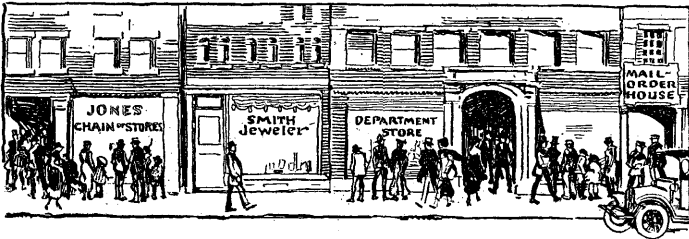
Modern accounting has all the red tape cut out. Every motion is made to count. It turns spare time into the most profitable channels. It does not need a bookkeeper. It takes a fraction of the time, yet produces more of real value. It collects the vital information reflecting the health or sickness of the business, just as the vital statistics of the government concerning births, marriages, deaths, death rate and the mortality rate from various diseases disclose the tendencies about our population.

That is what the Jewelers' System does. It is simple; it is far simpler than a watch. Old-fashioned bookkeeping keeps a man's head in a continual whirl, while the up-to-date Jewelers' System gives him all the facts in easily understandable form, making it possible for him to make more money with less effort.



## Facts To Think About

WHY are there in New York only one-ninth of the number of independent cigar stores that there were before the chain stores came? In Philadelphia less than half the number of grocery stores?



There were 385 jewelry failures in 1912, with liabilities of over \$4,000,000.

*Bookkeeping* is drudgery. *Playing the great game* with facts is the most fascinating thing in the world.

“The chief fault with the average jeweler is that he doesn’t apply his energy along the proper channels,” says Frank Stockdale.

“Every merchant keeps some kind of records. But most of them keep accounts which don’t account.”

*Burroughs Adding Machine Co.*



## How to Install the System

**T**HE Book of Instructions is so clear that you can install the system yourself by carefully following the directions. But it would probably be better to employ a junior accountant (he would charge only about \$7 a day) to get the system started, which he could do in a day or two.

Remember that *you can start the system at any time*, step by step, putting it into complete operation after your next regular inventory.

Ask your banker about the system. Show him this booklet. An Ohio banker told a jeweler who uses this system: "If all the men with whom our bank does business could come to me and show me the condition of their business in such a comprehensive way as you do, they would have less trouble in getting loans from us."

The price of the System cannot be compared with its value to you. The information in the Book of Instructions alone will enable you to make additional profits many times the cost of the complete system.

The order blank is on the next page.



# Here is the Order Blank

## Order Blank For Business Record System

ROBT. H. INGERSOLL & BRO.

*Enter my order for immediate express shipment of one (1) Business Record System for Retail Jewelers, for which I agree to remit the sum of \$35.00, subject to terms of 1% 10 days, net 30.*

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_