



A temple to able pro salesmanship, Scott's shop.

LEWIS SCOTT PACE-MAKER AS PRO  
**Master Merchant**  
 —HIS STOCK, SERVICE AND DISPLAY ALL SELL

By D. SCOTT CHISHOLM\*

“SERVICE, real honest to God service, is the keynote of my success in selling merchandise in my shop. I believe that if you go out of your way and offer the maximum of service and attention to the members of your club, even non-partisans will become loyal partisans in the end.” These words of wisdom and aggressive business methods greeted me the moment I asked Lewis Scott, the Scottish born professional at the Hillcrest Country Club, Los Angeles, what he accounted for the excellent returns he gets from the sale of all sorts of merchandise. The moment I popped the question, he waxed enthusiastic about the absolute necessity for service in all branches of his very remunerative business.

“I would rather not sell my members, male or female, a dollar's worth of anything I have in my shop than see them go out of my door with an article I knew was not suited to him or her. If one of my staff or myself tried to pawn off some

golf club or, perhaps, a pair of hose or a sweater or a pair of gloves that didn't give entire satisfaction in every imaginable way, I would feel that I was at fault if they decided to transfer their purchasing to down town stores.”

Scott's sincere attitude, honest to a degree, towards his personal conception of merchandising interested me immensely. His knowledge of buying and selling wearing apparel rather surprised me when I gave glancing thoughts of the many professionals whom I had known whose knowledge of such things were absolutely nil. One would think Scott had been brought up in some wholesale mercantile establishment instead of having served his time at a bench at Carnoustie.

“If you want to hear how we do things in this shop, go and talk to Al Charroux, who was a caddie a year or two ago and who is now my sales manager and book-keeper and a crackerjack in both capacities. I've got to go and give a lesson for half an hour and make myself a couple

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of bucks," said Scott as he headed for the practice grounds.

"What do you do when a member returns any merchandise for credit such as a sweater or a hat or even a golf club?" I asked the nattily dressed AL. (He looked as tidy and as natty as a floor walker in a down town specialty shop).

"We take it back—if it is in the same shape as when it left the shop. We permit any member to try out a golf club before accepting it—if he so desires. We make friends by doing so. They know they can't get that service in a department store. We also train them to understand that we carry the finest equipment that money can buy and that if they buy anything in the way of clubs or balls in a store, they are buying inferior merchandise. We go out of our way to please. If a member wants a pair of golfing gloves a certain color or a shirt a certain size that we happen to be out of or a pair of shoes a little wider at the toe, we search the city until we find it. If we haven't just the right kind of club he wants, we'll make it up for him in mighty prompt order. If he wants to play golf at a nearby club, we will go out of our way to arrange things for him. We call that service and we sure give it to our members," said Charroux.

Continuing, he said, "We keep three books in Mr. Scott's private office and these books are kept in a safe. One book is what we call a combined cash journal in which we make a record of every transaction that takes place in the shop and out of it. Lessons are, of course, included in this. Then we have a stock record book in which all daily sales are posted and which shows us at a glance just what we have in stock from day to day. Then there is the accounts payable book. You know what that is without me telling you. We have no bad debts. This shop gets its check regularly each month from the club so we have no further dealings with our members in that particular. No humbug—no bad customers to worry about. That's pretty good for a membership of over 400, isn't it? I know one member who thought he would save a little money by getting his golf clubs at a department store sale. When he came out to the club the next day he got the razz for fair from his friends and it was many a day before he could get a game from his former cronies. He actually had to discard his department store wares and get a complete new set

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sell—

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The head is shaped to fit snugly between your fingers and thumb. The result is, you automatically tee up straight, and the ball stays there until you are ready to "spill" it.

It saves your TIME—and TEMPER.

Should you "spill" your tee as well as your ball, you find it easily, because "PEG" is made from Celluloid, and retains its bright color.

This color is either all White—a very practical tee, or White stems with Assorted Colored heads—a very pretty tee.

They are put up one dozen boxes to the display-carton. Put a box of each on your show-case, and watch them sell.

The trend is to "PEG." Ask for it by name. The leading Jobbers can supply you.

**GRANBY MFG. CO., Inc.**  
KEENE, N. H.



This shop of Scott's makes sales averaging more than \$2,000 a month, the year around.

from us. Then and only then he was accepted back to the fold of his former pals. Don't forget to tell the world that Lewis Scott does a \$2250 of cash business each of the twelve months in the year through 'SERVICE & QUALITY MERCHANDISE.' "

I don't think I ever saw a better equipped golf shop than Lewis Scott's at Hillcrest, unless it was Macdonald Smith's at the Lakeville Golf Club on Long Island which I visited last November. It has a wee bit of a cemetery sort of look from the outside—kind of vault-like in its stately somberness.

But inside is gorgeous in its vast spaciousness and exquisite equipment. Let me tell you about some of the features I noticed. The structure is of frame—redwood outside and finished with "Mason-

ite," a kind of pressed wood, inside. There are 12 windows and three doors besides a delightful veranda which overlooks the first tee and the 9th and 18th greens. The first tee is only a matter of fifty feet distance and members must pass the main entrance to the building en route to the tee.

The sales room is particularly attractive and Scott has five solid mahogany show cases in which to display his well selected wares. All articles, I noticed particularly, were most attractively arranged and sensibly distributed. The five show cases give Scott a total display space of 48 feet and all trimmed with plate glass. Over 500 clubs of all descriptions are artistically arranged in a 12 foot case, while sweaters, hose, shirts, caps, coats, shoes, ties, gloves and tennis equipment occupy



The entrance to Scott's shop at the left of the picture. See the inviting vista that greets the players' eyes.



*Toepfer photo.*

A bird's-eye view of Ozaukee Country club at Milwaukee, where the Western Open will be held August 21-24.

the remaining show cases. All combine to make as attractive a display as one would hope to see in a down town specialty shop of an exclusive nature.

Then there is a well filled stock room adjacent with huge iron bars guarding the window—absolutely burglar proof. The shelves were fairly bulging with balls and clubs and sweaters of an inviting nature.

Three hundred sets of clubs are skillfully arranged in the center of the building so they cannot be seen from the front of the show room. Club racks are never very inviting to the eye, anyway. The club cleaning room is a room all by itself and has zinc on the wall to keep things clean. The workshop is quite unusual inasmuch as it was Scott's own design. It has three vice benches and room galore for the club-makers and assistants. Scott keeps three complete sets of tools on hand, carefully arranged in 16 drawers.

I was pleasantly surprised when I entered a spacious room, which had every appearance of being part of the club locker room. In reality it was the "wash room" for Mr. Scott and his assistants and had, besides the usual toilet, a shower bath, three lockers, two wash basins with hot and cold water and several other dainty toilet luxuries for the personal beautification of the outer man.

The caddies are located 150 feet away from the shop and are called to their labors from the shop by a loud speaker

which seems to work perfect. I might add right here that the caddies at Hillcrest club are among the highest paid in any part of the world.

Lewis Scott is a most successful merchandising golf professional, a man of keen business methods, an outstanding instructor, a mighty fine golfer, a married man with a braw wife, and a mighty fine scout to boot. Scott is a splendid credit to the golf professional.

## Guide Posts of Successful Club Policy

*[From Annual Report of John C. Trowbridge, President, Westmoor Country Club, Milwaukee, Wis.]*

THE real problem in club management is to regulate expenditures so that, on one hand, the directorate can meet the demands, and thereby gain the support of the membership, without succumbing to the pressure of often well meaning but uninformed members, to the extent that the financial condition of the club reaches that point where expenditures exceed club revenue and is followed by an increasing debt and frequent assessments; resulting eventually in such an expensive yearly cost per member that the pleasure gained is not compensated by the cost involved.

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Certain members have advanced the idea that the club debt should be more or less