

Versatile Mac a Master of Pro Shop Sales Development

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THE name of Macdonald Smith is a household one in the golfing world. None, with the lone exception of Walter Hagen, is better known wherever the Royal and Ancient sport is played, be it a-top the Himalayas in India or the below-the-sea-level links to be found at Brawley in the Imperial valley of lower California.

Although he never won a national event of major importance, his record of achievements against the world's greatest has been a most brilliant one and Smith himself will tell you that either the United States or the British Opens, or perhaps both, are still waiting for him. Yes, as a shot-maker among champions it is universally conceded he has no equal. He stands alone. None will dare question this distinction—the distinction of being the greatest shot maker in golfdom.

Macdonald Smith is more than a great golfer—he's a master business man. I really believe he is the finest combination of the two in this country at the present time. In order to impress upon you the fact that I am competent to sense the difference between a sound business man and an unsound one, I might state that before entering the world of golf journalism fifteen years ago, I was the Pacific coast representative for one of the country's largest importing establishments with headquarters in New York City. So, you see, I ought "tae ken just what I'm blethering about."

Yes, I honestly believe the mercantile world lost a leader when Macdonald Smith came to this country to turn professional over 20 years ago. But if he did go into the mercantile business, imagine for yourself what the golfing world would have



Mac Smith's powerful "follow-thru" is the keynote of his successful shop selling methods.

missed. Simply beyond this writer's feeble imagination, that's all.

Well, just let us see how Smith (we love to call him Mac best of all) does his business at his elaborately laid out shop at the Lakeview Golf & Country Club, Great Neck, New York.

Mac Designs Own Shop.

The shop is adjacent to the club building and is very solidly constructed. It was built to the plans of Smith so he knew when it was turned over to him that he had the finest sales room and workshop arrangement that could be built.

When I entered the sales room, unexpectedly I might add, about fifteen months ago I was astonished beyond words at the delightfully pleasing atmosphere that prevailed and also at the exquisite taste displayed. I did not quite expect to see such inviting surroundings for the good reason that I never experienced such in the hundreds of other golf professional sales shops

it had been my lot to visit all through the United States.

Orderliness prevailed in every nook and corner. One could well imagine he was sitting in a cozy nook in a Fifth Avenue shop where surroundings invite liberal purchasing. There was no noise or bustle to distract the customer. Even the boys at the workbench in the rear handled their tools with a dignity and quiet that indicated superb management and modern idealisms.

Macdonald Smith carries such articles as shirts, sweaters, hose, ties, balls, clubs, tees, caps and other necessities which go to make up the usual golf professional's stock in trade. His merchandise is all of the best. He refuses to carry anything shoddy. He never did believe in anything shoddy. He buys all his own merchandise while all of his assistants, in whom he has the utmost confidence, help out whenever a sale can be made. The unfortunate habit of permitting a member to take out a club to try it on the golf course does not go with Mac. Under no conditions will he permit such a thing and once a club is taken out of his shop and used for even a single swing through the turf, that club can never be credited.

"My clubs are the finest money can buy. They are perfectly made as any golf clubs can be made so I know when a member buys a club from my shop there are no flaws in it. I've never had a club returned to me for any sort of imperfection during the six years I've been at Lakewood," said Smith to me when I asked him about the line of clubs he carries.

Mac features iron heads and hand forged to his own design in Scotland and shafted in his shop. It was extremely interesting to me to learn that he pays the highest price for his hickory shafts, even for his iron clubs.

"I pay the highest price to get the best, therefore I know that when I put a shaft in a club for a member or an outside customer, I am supplying the best money can buy." Continuing he said, "Look here, if you give your customer the best money can buy and don't rob him or her in making the transaction it's a safe bet you have made a customer for keeps. On the other hand, if you sell him some article of more or less shoddy appearance and construction you're going to lose that customer as sure as you are born. Give your customer the best and be reasonable in your profits—that's my motto."

Splits Instruction Schedule.

When Smith went to Lakeville he made arrangements that his time for giving lessons be confined to each Tuesday from 8 a. m. to 5 p. m., Wednesdays from 8 to 12 and Thursdays from 8 to 5. At other times he is free to give playing lessons with his members—in other words he may play a round of golf with them and give instructions in this way which to my manner of thinking, is the more valuable.

Smith is a very punctual man. He's old man punctuality himself. He has never been late for a lesson in many years and he has never had occasion to call off a lesson unless weather conditions prevented. That, of course, is apt to happen in the best regulated business concerns.

But just think—a golf professional who has never been a minute late in six years. I really never thought such a man existed. Did you? It is a well known fact that the members of the Smith family, those from Carnoustie, represent the very highest standard of golf instruction and when I say that a lesson from Macdonald is the last word in soundness, intelligence and basically correct fundamentals, I say the very last word in teaching perfection. He is a marvellous instructor.

Macdonald Smith is what the old timers call 100 per cent golf professional, which means he is a fine player, a fine instructor, has a keen knowledge of golf course upkeep and can stand at the bench and make his own clubs. Few indeed have these qualifications.

Mac is a rare club maker. He ought to be. His father before him and all his brothers were. Mac had a wee bench of his own at home when 7 years of age and always made his own clubs. Then he worked for Bob Simpson at Carnoustie where his brother Alec was foreman for a number of years and from whence came some of the grandest club makers in the world today. That's where Art Rigby of Santa Ana, Dick Clarkson of Duluth, Fred Low of Connecticut, Bob Simpson of Coronado and Geordie Low, late of Baltusrol, all served their apprenticeships and where they were taught how golf clubs should be made.

Mac made me the finest set of clubs I ever played with. They were beautiful.

Pays Bills in Person.

How does Smith conduct the finances of his business at Lakeville, one of my readers is very apt to inquire. Well, he manages them fine. Simplicity is the dominant

ing factor and the chap who invites simplicity into his bookkeeping system is a wise man.

Macdonald Smith, being an easy going, sociable sort of Scot, one who likes to look up old cronies, usually goes into town every Monday and pays most of his bills in person. He likes to do that. He is indeed proud to return home at the day's end with a pocketful of receipted bills for the good reason that he's a famously honest chap in all his dealings, and likes to see the other chap get a square deal. Naturally, he discounts all his bills.

"Never an article of any kind comes into my shop unless I am there to check it off, except, of course, at times when I am away playing in tournaments. It's different then. I keep an 'intake' book for that purpose and never fail to check it with the invoice. One can't be too careful in checking off merchandise and seeing it is up to the prescribed standard. I consider that most important and if I ever find any one trying to put one over on me, he soon hears from me."

The Lakeville club handles all checks for merchandise and lessons signed by members which relieves Smith of bad debts, slow pay, etc. The club collects all and hands him a check for the full amount at the end of each month. All charges are made out in triplicate form and Smith gets one copy which he pastes into a book every single night, thus being in a position to keep a check on the club bookkeepers and also being in a position to see at a glance just what was sold each day. A glance at the slips tell all. This system also enables the noted professional to keep tabs on what his income tax should be without engaging a Philadelphia lawyer. More than that, it enables him to tell how his stock of merchandise stands from time to time.

"Whoever sells any article from stock generally writes out what it is on the slip rather than leave that for the member to do as their handwriting sometimes is quite indistinct. And then he doesn't always know the price. The members can also see what they are signing for. By doing this and by having the club handle all bills for me I have never had a single dispute nor have I lost a single dollar since the first day I went to Great Neck six years ago which is saying a great deal," remarked Mac with much pride.

The staff of assistants Mac has at Lakeville must be very efficient. I saw a report signed "Angelo" showing the amount of

business done last December—while Smith was in California. It was complete in half a dozen lines and ran something like this—

	Dec. cash.
(so many).....	golf balls
(so many).....	tees
(so many).....	irons
(so many).....	woods
(so many).....	shafts
<hr/>	
Total cash.....	\$.....
Receipts members tickets.....	
Club-cleaning	
<hr/>	
Grand total	\$.....

Has Grand Staff

"Angelo," it appears, is the boy around the shop. His name in full is Angelo Molinari—apprentice clubmaker. Tom Drummond is the clubmaker, Tom Larney is assistant instructor, while Eddie ("Pat") Patton, who spends his summers at Great Neck and his winters in his native California, is also assistant clubmaker and accompanies his boss as his caddie when he goes a-touring.

Smith will leave the Lakeville club at the end of this year. He refused to sign a new contract. He wants to take things easy for a year or so and play more competitive golf. To get away from the bench, from teaching, from the prolonged, steady grind of it all. But some day, I have an idea, some fortunate club will get Mac to again sign his name on the dotted line. Mind you, I only surmise that.

My interview with Macdonald Smith was a thing delightful. It was refreshing and unfolded to me many pleasing things not generally known of the present day professional.

Mac is a straight-shooting man, the soul of honor, and I have known old Mac for 18 years. He is quiet in his attitude at all times, a great reader of detective stories, an abhorrer of the talkies, a great golfer, a grand companion and a loyal and devoted husband.

If we had more Macdonald Smiths in the world today, we would have a sweeter and a nobler world to live in. I'm glad to call him a friend.

Every U. S. golf club president, green-keeper, professional, manager and green-chairman is entitled to GOLFDOM free.