

# Scott Operates Pro Shop As Public Service

By HERB GRAFFIS



Paul Scott

Paul Scott, pro at Los Angeles Griffith Park municipal courses, provides public course players with pro shop merchandising service that is excelled at few — if any — private or public courses in the world. The way Paul takes care of the customers

is a decided asset to the operation of the huge Griffith Park establishment. At municipal and daily fee courses there is a tendency on the part of municipal officials or owners to underrate the importance of pro department operation with the result that the players are short-counted on what they have a right to expect for their fees. But anyone who sees the Scott operation as typical of the best in public course service gets the right idea of public service in golf.

Paul is recognized as one of the country's outstanding teachers. His engagement by the Los Angeles park officials has been excellent public relations as well as sound business management for the LA board. The Scott activities carry to the LA golfing public plain evidence that the board is doing everything possible to have its golf operations conducted at the highest standard. With Scott as pro and Bill Johnson as supt., Los Angeles can point to Griffith Park as a first class example of public course golf business.

## Organizes His Business

There is far greater demand for Paul Scott's own teaching time than he can supply. He's done an unusually good job of training his assistants in his method of teaching. As every experienced professional knows, training calls for more than education of the assistant in the fundamental mechanics of the golf swing. It requires passing along to the assistant the psychological phases of golf instruction which the

master pro has learned over many years.

Scott's own teaching, his training and supervision of teaching and shop assistants, his merchandising and his work in tactfully and effectively developing an appreciation of golf etiquette by the thousands of Griffith Park's players would take 48 hours a day of anybody's time were it not for the fact that Paul has his job thoroughly organized.

Public course players are not as exacting as private club members in expecting the pro to be everywhere at once, but the extent of Paul Scott's job calls for his keeping every detail of pro department operations under close control.

Many a pro has discovered that while he was on the lesson tee, shop leaks were reducing net profits he should be getting. The Scott method of conducting a pro business prevents these leaks. He has shop display so arranged that players are attracted to it and habitually visit it as a real sales service station for the golfer. The shop is handy to the first tee. Keeping the shop clean and display of the merchandise changed so the visitors won't get numb by seeing the same stuff in the same place is a "must" in the Scott shop. Paul's assistants are always on the job with new ideas for bringing in the customers.

## Makes Price Tag Work

He carries the price tag idea farther than it's used in most pro shops. Everything in the Scott shop at Griffith bears a plain, neatly marked price tag. The tags on clubs, bags, etc. are neatly attached with pieces of Scotch tape and are easily read through the tape.

At the top of the price tag is printed Paul Scott's name. When merchandise is received from the manufacturer other data is inked in on the tag and the tag attached to the item before the item is put on shop display.

Other data on the tag is code for the merchandise, inventory entry number, code of cost price and, in plain figures, the retail sales price.

Paul's code for merchandise is:

NW — odd wood, new

UW — used odd wood

UI — used odd iron

UIS — used iron set

IS — iron set, new

NWS — new wood set

UWS — used wood set

B — bag

S — large sundries, over \$2, retail.

His code for cost price consists of 10 letters for nine numerals and zero. It runs L for one, N for two, X for three, A for four, and so on.

The items as received and tagged are entered in the inventory book, written on the sales slip, and checked off at regular frequent intervals against the inventory book.

Once a month inventory is taken to see that the figures and the stock on hand balance. The monthly inventory signals when some extra sales effort or price reduction has to be used to convert slow moving merchandise into cash. This inventory also reveals if there are leaks for various reasons.

Balls and sundries inventories are checked monthly against sales records and records of receipts of merchandise from manufacturers.

### Etiquette Campaign Pays

Scott ties together his campaign for etiquette on the Griffith Park courses and his business promotion with an attractive four page folder which is handed to the players. Three of the pages are on golf etiquette and are written and illustrated in a cheer-

ful manner so beginning as well as experienced golfers get interesting and helpful reminders of what is expected of them. There's no preaching or scolding in Scott's little lessons.

The circulars cost Paul four cents apiece.

A portion of the center two pages are shown with this article. The page size of the circular is 6 in. high by 3 1/4 in. wide.

On the fourth page of the circular, under the heading "A Suggestion to Beginners" is a compact sales talk on making use of the expert service of the pro shop when buying golf equipment and supplies. Paul begins "Correctly fitted clubs are as important to you as a correctly fitted suit of clothes" and tells that clubs selected at the shop may be tried out before purchase. Hitting a few balls with the new clubs, under the supervision of Scott or one of his assistants, not only is a buyer's aid that the public course players do not expect and therefore is very impressive, but gives the member of the pro staff a chance to check on exact fitting of the clubs.

The back page also refers to the trade-in of old clubs at the Griffith Park shop as partial payment for new clubs. The old clubs are reconditioned and give Paul stock that gets down in the price range so he can more than meet any price competition.

In making the pro department operations at Griffith Park a thoroughly planned and capably operated business, Paul Scott is doing a job that shows the Los Angeles Department of Recreation and Parks in a fine light to the tax-paying golfers.



Always replace any soil or grass dug up by your stroke. It not only assures the following player a good lie but ... it keeps your course looking better.



Leave your high heeled shoe home. It injures the green.

Caddy carts injure the tender grass of the green. Therefore, do not set them on the green. Give the next player as good a putting surface as you had.



Playing into the match ahead is a good way to make enemies and accumulate confusions. Don't play into them unless you have signalled your intention and have been signalled.



Don't stand in the line of putt when your opponent is putting. It is bound to distract his mind from the job at hand and, usually, causes his ulcers to bounce around.



Taking practice swings, rattling your clubs or talking while a player is making a shot are frowned upon in golfing society. If you can't control that sudden urge ... then be prepared for the worst, for anything can happen ... and, usually does.



Some folks are fast players and some are not.