

## MacGregor Holds First Postwar Sales Conference

An all-time high in golf interest throughout the United States and abroad was cited at the first postwar sales conference of representatives of MacGregor Golf, Inc., by Pres. Henry P. Cowen. Cowen, presiding at a weeks' conference sessions, Aug. 12-17, disclosed that survey reports indicated "the coming months and years will break all records for golf participation."

Representatives of the MacGregor Pro-Technical advisory staff were present for the sessions. These included Tommy Armour, Craig Wood and Toney Penna. Due to previous tournament and exhibition commitments, Byron Nelson, Ben Hogan, Jimmy Demaret and Herman Brown were absent.

During the inspection tour of the MacGregor Golf plant, Cowen pointed out how the production pace is rapidly increasing and declared that as soon as shortages in materials are solved, the output of the Cincinnati plant eventually will far surpass the highest peak of production at the former Dayton site.

The MacGregor golf ball unit which is under direction of C. C. Ryden, was a source of special interest to the sales representatives. Golf ball production is expected to start around September 15 on balls for the 1947 season. The tennis plant is being steadily enlarged.

MacGregor Golf which now maintains warehouses in New York City, Boston, Chicago, Detroit, Los Angeles, San Fran-

cisco, Seattle and Cincinnati contemplates 3 or more additional warehouses in other strategic locations.

Mac Gregor Golf executives who key-noted the sales and merchandising sessions over which Cowen presided included William J. McNulty, v.p. and merchandising manager; Robert D. Rickey, advertising director and sales executive and Stanley M. Clark, sec.

Sales representatives who took active part in the conference discussions included: Harry Adams, Chicago; Stanley Hobbs, Boston; William F. Meehan, Philadelphia; Elwynne Nagell, Buffalo; Harold Peterson, Los Angeles; Thomas C. Robbins, New York City; Ock Willoweit, Dayton, Ohio; Paul Hargrave, Dallas; Gus Novotny, Atlanta; James Scott, San Francisco; James Shriver, of R. C. King Co., Seattle representatives; Ernest Sabayrac, Detroit; L. B. Smith, of Whitney Sporting Goods Co., Denver, Rocky Mountain states representatives.

**MEL JOHNSON ON HIS OWN**—Mel Johnson, for 35 years in pro golf and greenkeeping at Peoria (Ill.) CC and Butterfield CC (Chicago dist.) has begun his own pro supply business. His headquarters are at Belmont station, Downers Grove, Ill. A fast selling feature of Mel's line are wood head covers of jungle-tested plastic coated fabric. They're golden in color, fleece lined, have leather numbers sewed on and have hidden sewing of seams. Covers are packed in attractive display boxes with cellophane windows. Mel also makes canvas practice ball bags that are selling very well at pro shops.

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