



MacGREGOR REPRESENTATIVE USING NEW MOBILE SALESROOM

Ock Willoweit, MacGregor Golf Company's pro sales representative in the Ohio, West Virginia and Pittsburgh territory, has started on his Fall trip with his new mobile salesroom. The 15' trailer carries the complete 1950 golf club, golf ball, golf bag and accessories, and sportswear line, and will drive right up to the Pro Shop door. (L) The new mobile show room getting its final inspection, before going on the road, from (left to right) Robt. D. Rickey, Pro Sales Manager, Stan Clark, Credit Manager, and Ock Willoweit. (R) An interior view showing the 1950 woods and golf bags in the rear of the trailer.

Johnny Cochran, Greenwood (Miss.) CC.—My play has been about 60 per cent of last year and business volume is down 50 per cent. This is due to three factors, namely: 13 consecutive rainy weekends, failure of the cotton crop in this vicinity, and the decline of business conditions in general. At present the situation looks bad for 1950 with crop failure forecast for the next 12 months.

John MacRae, Mankato (Minn.) CC.—Play was 15% better this year. Business volume up 20% over 1948. My lessons were up. Ball sales down 15%. Club sales and bags up 25%. People are learning the pro shop is the best place in which to buy golf equipment and accessories. Meeting store prices on the same quality goods and carrying pro line equipment stores are unable to sell gives the golfer a range of merchandise and service that can be obtained only in the pro shop.

Tom Donahue, Municipal GC, New Haven, Conn.—Our play has been greater in '49 than in '48. Pro shop business has been off some, possibly 15 to 20%. I feel personally that '50 will be a great golf year and that with proper lesson promotion and a full knowledge by the pro of manufacturers' ideas and improvement in club design, 1950 can be one of the best years in golf.

Maurie Wells, Cascade CC, Grand Rapids, Mich.—Our play has been as heavy as any year we have ever had. Of course, we had exceptionally fine weather this season—hardly a day lost because of rain or weather. Business has been very good but not quite up to last year—a slight decrease in club sales with other

items totaling about the same as in 1948.

Charles H. Lorms, Columbus (Ohio) CC.—Number of rounds of golf played is approximately the same as last year. My business is off about 18%. Personally, I believe the lower volume of business is a normal condition—it isn't any more than we should have expected. 1948 was an unusual year and there was a terrific market for equipment that we had been unable to get for our customers. Naturally when we were able to get it we had what I consider an unusually good year. We have gotten back to what we must recognize as a more normal condition.

I have tried to widen the range and variety of accessory items for sale in my shop, i.e. shirts, T-shirts, slacks, shoes, belts, caps, hats, socks, rain wear, umbrellas, neckties, etc. I am not a believer in any high pressure methods of getting additional business. There is danger of becoming unpopular in being too aggressive in going after extra business. In the large majority of cases the average member prefers to give the pro his business because the pro is in a position to give the best service. His knowledge of the customer's requirements plus the natural desire of the member to do business with the pro is a valuable advantage which gains for the able man better than a fair share of business. It is my belief that the opportunity to serve must be carried out conscientiously. The old saying about a satisfied customer being the best advertisement has a lot of merit. I have found that my members sell as much merchandise for me as I am able to sell. High pressure or unfair methods could easily destroy this highly desirable relationship.