PROS AND STORE JOIN
Illinois PGA and Marshall Field
Make New Sales Hook-up

A NEW DEVELOPMENT in golf goods merchandising was heralded to the Chicago district May 25 when the initial advertisement, four complete columns in size, announced a tie-up between the Illinois PGA and Marshall Field & Co., one of the world's greatest retailers. The opening advertisement was part of a $2,000 advertising campaign. The move is being watched with close interest by pros, reputable stores and manufacturers as the first time a united front has been presented against the gyp-price hit-and-run retailers who have been active in demoralizing the golf goods business.

Pros especially are interested in seeing how the sale turns out because they have been wondering for some time whether the old notion of all stores being a menace to pro business isn't being dissipated by changed conditions which have made the pros and the first-class price maintaining stores both the victims of the price hatchet men. Fields, so GOLFDOM is informed, were harder to sell on the deal than were the pros and their recognition of the pros as a controlling factor in golf goods merchandising must have a far-reaching effect in reaffirming substantially the power of the pro in golf selling.

The tie-up was the idea of L. B. Icely, president, Wilson-Western Sporting Goods Co., who discussed its details with James Wilson, president, Illinois PGA, Ed Newkirk, secy., members of the association's business relations committee, and Albert R. Gates, business administrator of the PGA of America. An agreement was reached and the Illinois PGA sent out, May 19, details of the deal whereby discontinued "PGL" line of Wilson clubs would be sold exclusively by the pros who were members of the Illinois PGA and by Fields. Arrangements were made for stocking the pros with the clubs as demonstration sets in sufficient quantity to care for the expected business.

Three days before the advertising on the sale appeared, Wilson had the line on display for pro selection. Wilson-Western, in advising Illinois PGA members of details of the plan, stated that it was based on the ambition of giving the pros an opportunity to meet all competition during a period of price readjustment.