

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 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. Ieely, 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.

No comparative prices, it will be noted, are given in the advertisement which is headed, "For the first time in the history of golf the great centralized buying forces

FOR THE FIRST TIME in the History of Golf

The Great Centralized Buying Forces of

MARSHALL FIELD & COMPANY

HAVE COMBINED WITH THE ENTIRE MEMBERSHIP OF

ILLINOIS PROFESSIONAL GOLFERS ASSN.

To Give You this Unprecedented

GOLF SALE

Some of the finest professional merchandise ever built
AT HALF PRICE AND LESS

The merchandise in this sale has been designed for highly discriminating buyers of equipment. Heretofore it has been sold only through professional channels. It is made up of 1931 models built by Wilson, one of the nation's greatest golf equipment manufacturers, and varies only slightly from the latest models.

FIFTH FLOOR, STORE FOR MEN—FOURTH FLOOR, MAIN STORE

Model 111 Driver, Brasso and Spines... made with plane-etched face, precise raw head, new one-piece flange. 18-ounce steel shaft, aluminum shaft, new stronger steel shaft and black cut grip.

\$4.45
EACH



AT American Irons... made with chrome-plated heads, precision made, stainless steel, chrome-plated shaft, new one-piece flange and black cut grip.

\$3.75
EACH

ALSO SOLD IN MATCHED SETS OF 3, 4, 5 AND 9 CLUBS



Two especially selected wood models that are priced exceptionally low. Model 111 woods made with plane-etched face and precision chisel covered steel shafts, model 48 woods made with precision flange and chrome-plated, new stronger steel shafts, Brasso and Spines.

\$4.95
EACH

PRO SPECIAL IRONS with Stainless Steel Heads

\$4.25
EACH

Wilson's Pro Special Irons, equipped with the popular Wilson chrome-plated head and chrome-plated shaft, chrome-plated head and handle iron, and chrome-plated shaft, chrome-plated head and handle iron, and chrome-plated shaft, chrome-plated head and handle iron.



Portions of the equipment shown in this advertisement can be purchased at other stores. A complete list of these stores (including the shops of the following professionals):

ADAMS, HARRY
Baltimore Country Club
ANDERSON, JACK
Tulsa City Country Club
AYTON, A.H.
Chicago Country Club
ARNOLD, GEORGE
Chicago Country Club
BIGGS, BLAIR
Chicago Country Club
DEAN, EARL
New York Golf Club
DARBY, JACK
New York Golf Club
FOLLETT, H. BENDIS
Chicago Golf Club
FURUELL, JAMES
Rich Lake Country Club
GARRETT, LLOYD
La Grange Country Club
GAYLE, J.W.
Atlanta, Ga.
GAYER, RAY
Washington Country Club
HARTHOVEN, BILL
Washington Golf Club
HEAD & HEAD
New York Country Club
HUTCHINSON, JACK
Chicago Golf Club
KELLY, TOM
Sutton Valley
ANOK, GEORGE
Chicago Country Club
LIMBERG, AL
Washington Country Club
MILES, LOUIS
St. Charles Country Club
NEELY, JOHN
Chicago Country Club
NEEDHAM, JOHN
Chicago Country Club
MC DONALD, PAUL
Chicago Country Club
MC GINN, CHARLES
Chicago Country Club
MC MURRAY, JIM
Chicago Country Club
NAYLOR, AL
Chicago Country Club
NICHOLS, J. GUY
Chicago Country Club
NELSON, GUNNAR
Chicago Country Club
NEWKIRK, ED
Chicago Country Club
ROGANS, JAMES
Chicago Country Club
ROGANS, JIM
Chicago Country Club
ROGANS, JIM
Chicago Country Club
NALL, PARKER
Chicago Country Club
PATTERSON, JACK
Washington Country Club
PETER, ALEX.
Chicago Country Club
ROGANS, JIM
Chicago Country Club
SMITH, GUY
Chicago Country Club
SMITH, HORTON
Chicago Country Club
WILSON, JIM
Chicago Country Club
WALSH, FRANK
Chicago Country Club

Wilson's model 111 woods with chrome-plated heads and chrome-plated shafts, model 48 woods made with precision flange and chrome-plated, new stronger steel shafts, Brasso and Spines.

\$3.45
EACH

\$2.75
EACH

\$6.95
EACH

A Bag Value!

Wilson's model 111 woods with chrome-plated heads and chrome-plated shafts, model 48 woods made with precision flange and chrome-plated, new stronger steel shafts, Brasso and Spines.

Wilson's Pro Special Irons, equipped with the popular Wilson chrome-plated head and chrome-plated shaft, chrome-plated head and handle iron, and chrome-plated shaft, chrome-plated head and handle iron.

Limited space will not permit description of the many other important items and values on sale during this unusual event. A wide selection of clubs, balls and bags is not every golfer's needs is offered in this sensational sale.

WOMEN'S CLUBS

There is a wide selection of special models designed particularly for the women player.

THE STORE FOR MEN

Also Fourth Floor, Main Store

MARSHALL FIELD & COMPANY

of Marshall Field & Co. have combined with the entire membership of the Illinois Professional Golfers' Assn. to give you this unprecedented golf sale."