

pretty way is that of buying a ball that a manufacturer is none too proud to sell under his own name for 50c and just content to sell at 35c, then having "75c per" printed on the box. Just by printing this price on the box makes dear, trusting Master Legion know it's really a 75c ball although he just can't remember whether or not he ever heard the name of the ball before. Honest, people, ain't nature wonderful?

There are some rough men making golf balls who see these ads in the great big papers about pebbles like the Most Noble and Highest Emperor golf ball being advertised for \$4.95... Regularly \$9.00," and my how they laugh. They sit back and guffaw boisterously. With ribald references they tell of having sold for private brand use an earlier edition of the Most Noble and Highest Emperor at under \$3 a dozen and lost the business because another ball maker cut under their price.

Being trimmed is the sucker's heaven-sent right, these rough and knowing persons state. But is it? Nothing pains an ordinary, honest pro more than to see a stampeding herd of suckers in full-tongued cry, after a cut-price ball sale. The stamper is apt to get out of bounds and raise plenty hell.

So just as a noble experiment to protect sappy Master Legion from his own trusting nature, the keen and worldly-wise young man who takes care of GOLFDOM's affairs in the giddy province of Gotham, called the attention of the business manager of a great newspaper to one of the typical cut-price golf ball ads that are making life such a pitiful disappointment to the innocent bargain-hunters whose name is legion.

Here's the correspondence, with the names deleted, and you now can only hope that the sad story of Master Legion's adventure in Ball-Buying Blunderland will not be repeated under the same journalistic agencies. But don't hope too strongly; there are undoubtedly papers of lesser principles that will connive in putting the tap on simple and ever hopeful Master Legion.

Facts Get a Show-Down

From GOLFDOM's New York team-mate to the newspaper:

I have wondered for the last two years why the ——— prints advertisements of ——— without censorship, as they are constantly misleading—if they do not make an absolute misstatement.

The ——— Golf Ball quotation on the enclosed advertisement from yesterday's issue is a case in point.

I can state positively that for more than five years the ——— Golf Ball has sold for a price of \$6 per dozen, or less. What is the justification of stating "regularly \$9"?

It seems to me that this is grossly unfair to all other advertisers in The ——— who do sell a \$9 golf ball. And, as a matter of fact, the standard price of golf balls today is \$8 a dozen and not \$9.

It may be true that ——— offers some remarkable bargains in sporting goods, but I believe that their advertising policy has had an extremely harmful effect on the whole sporting goods business.

And from the advertising department of the newspaper came this reply:

" * * Your criticism is entirely justified and we are taking this matter up with the advertiser. The ——— has regularly changed a number of comparative prices in announcements of this and other advertisers. We shall watch the copy more carefully in the future.*

"Please accept our thanks for writing us."

There, folks, is how one honest and strong newspaper operates in protecting the saps against gullibility. Practically every other first class newspaper will do the same thing when the facts are brought to their attention.

And so, pro brethren, if you have some squawk about dishonest comparative prices in local newspaper copy and are being put on the spot by some lying lure about "bargains" (?) register your howl with the business department of the newspaper and you'll be protecting the suckers who fall for this stuff, as well as your own interests.

BO-CAL-BO OFFERS CLUBS, BALLS

Pasadena, Calif.—"On-a-Line" golf clubs and golf balls are being introduced by the Bo-Cal-Bo Company here, manufacturers of "On-a-Line" practice instructor.

Heads of the clubs are of a new material and have a new process of construction, according to the makers, being hollow and embodying a "bridge-strut" construction which distributes the weight evenly and increases impact power. Clubs are available in all sizes and weights for both men and women. The new "On-a-Line" ball features a specially processed molding and winding, with true-center construction.

A combination offer of the clubs and balls together with instructor is made to pros.