

Golfers and Caddies Go For THE NEW IMPROVED BALANCED GOLF BAG

Patent Applied for

It is filling the big need for a serviceable, light-weight, full size golf bag that balances so perfectly that it is (almost) a pleasure to carry.

**THOUSANDS ARE BEING BOUGHT
ARE YOU SELLING 'EM?**

MAN-O-WAR MODEL

This is the new light-weight (24 oz.) non-sag Balanced Golf Bag made of the best materials throughout, excellent quality, tan duck, reinforced at all wearing points. Wide adjustable shoulder strap, 8 1/2" zipper pocket, 14-club capacity, divided opening

To sell for

\$5



PROMPT SHIPMENTS — Discount 40% (\$3.00 ea.) Transportation paid on shipments of 1 doz. or more. Cash discount—2%.

Order Your 1944 Supply—NOW!

BALANCED GOLF BAG • NORTH AND NOBLE STS. • CHICAGO

Sultan of Swat Back on Air for Spalding



The great Babe greets a future great.

Babe Ruth is more than an institution; more than a monument to American sport. To the kids of America, the Babe is a legendary figure.

Ruth's popularity, years after he made his amazing records, with youngsters who never saw him smack a homer, is unaccountable. But the fact remains. There probably isn't another baseball personality, in or out of the game, who's got the kids on his side, like Babe Ruth.

It's no easy job to live up to kids' ideals, but Babe does it—with gusto.

And so, while the Babe for most of today's sand lotters is a legend, whose miracles on the diamond occurred before they can remember, nevertheless he is a very King of the diamond as he comes to them, via radio.

Last season A. G. Spalding & Bros. Inc. presented Babe Ruth on a radio program devoted to kids.

It was an instantaneous hit with the kids, and with oldsters, too.

This year, the team of Ruth and Spalding is going "all out" even more ex-

tensively. The new radio show, "Here's Babe Ruth!" steps up to the plate on Saturday morning, July 29th—and every Saturday morning thereafter for the duration of the program, over the entire NBC network, coast-to-coast, over 138 stations. There will be practically no section of the country where folks can't tune in the Babe. As before, the famous radio announcer, Ben Grauer, will umpire for the fifteen minutes of the program, and serve as general liaison man between Babe, the kids, and the listening audience.

Each week there will be a different "team" of kids in the NBC studio in New York, and they'll hurl some very fast questions about baseball at the Babe—who will do his darndest to bat back the right answers—and how.

The Babe will present famous baseball guest stars and Spalding will present prizes each week for the best baseball questions sent in by kids listening to the show.

Metalsalts Plans for Postwar Expansion

The Metalsalts Corporation of Paterson, New Jersey, producers of redistilled mercury and mercurials, has just acquired the tract of river fronting land adjoining its present plant. The additional property is to be used for expansion purposes in the postwar schedule of the company. The plans for new products, additional employment, and expanded selling efforts have already been drawn, according to Mr. William Stieh, president of the Metalsalts Corporation.

Improve Pro Teaching

(Continued from Page 12)

founded on his reputation as golf authority, which, in turn, is founded on the man's results as a teacher of golfers. We have seen the pros' merchandising position weaken before store competition as the pros' hold as effective instructors weakened. After the war there will be energetic efforts made by chain stores and individual merchants to cut into the share the pro expects of postwar golf equipment business. And unless the pro in most cases qualifies himself a whole lot better as an instructor this competition is going to reduce the pro job almost to that of a caddiemaster or shop boy.

Much in this article I know will be offensive to smug pros. Some of what I have written will, of course, be subject to competent debate. Some of the self-satisfied know-it-alls will say I am only a sour old curmudgeon muttering into my long gray beard. Still others will ques-

tion my judgment in washing our instruction linen where the public may see the laundry.

But I hope that what I have written will jolt all the pros. Unless the standard of pro instruction is raised to a much higher general level in this country, pro golf as a career for a man who wants to live on a good American standard is in precarious condition.

Acushnet Awarded Fourth Army-Navy "E"

For a splendid production record equalled by only a few war plants in the country, the Acushnet Process company has been awarded its fourth Army-Navy "E" Award, it was announced by Under Secretary of War Robert P. Patterson. This fourth award is a third star to be affixed to the "E" banner.

Since 1936, when the relationship between the Chemical Warfare Service and the Acushnet Process Company began, this plant has produced consistently for the Boston Chemical Warfare Procurement District. In addition to war material for the Chemical Warfare Service, this company manufactures war items for other branches of the Army, the greater percentage, however, being for Chemical Warfare. Indeed, Acushnet is one of the most outstanding plants under the jurisdiction of the Boston Chemical Warfare Procurement District and is widely acclaimed for its production of rubber component parts for the gas mask. Acushnet was one of the pioneers in the development of the gas mask, and Acushnet and its ingenious president, Philip E. Young, are responsible for the development of the first fully-molded rubber facepiece, the forerunner of the modern Army service mask issued to all G.I.'s.

Through the years, Acushnet has continued to maintain its high record of achievement and in November 1942 received the Army-Navy "E" Award. This banner was augmented approximately six months later by the first Star Award and in January, 1944, by the second Star. In winning a fourth honor, today, Acushnet has won a distinction held by a very small number of war plants. Only three percent of the war factories in the country have won the "E" banner, and Star Awards are correspondingly fewer.

Acushnet Process Company is one of the first, in over one hundred plants producing for the Boston District.

Pheasants and Mallard Ducks . . . De Luxe
Finest Stock for Every Requirement
WRITE FOR PRICES
CHAIN-O'-LAKES GAME FIELDS
BOX L 157 McHENRY, ILL.