

# 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, 8½" zipper pocket, 14-club capacity, di-

vided opening

**\$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**



## Purcell Joins Spalding as Promotion Manager

John C. Purcell has joined A. G. Spalding & Bros. as promotion manager for golf, tennis, baseball and other sports. He brings to his new post twenty-two years of broad experience in administrative, marketing and public relations work. Before going with Spalding he was associated with the advertising agency of Batten, Barton, Durstine and Osborn as a marketing consultant. Previously he was with International Business Machine Corporation for six years as personnel assistant to President Thomas J. Watson, and as a sales and system engineer. A veteran of the present war, Mr. Purcell served as lieutenant in the Navy until honorably discharged for a physical disability after fourteen months of duty.

← John C. Purcell, Spalding's newly appointed promotional manager for sports.