1914 — FULNAME MARKING — 1947

In this interval millions of golf balls have carried this "private property" sign. Fulname Marking prevents the mistakes which annoy the owner of the ball and embarrass the players who make them. This alone justifies the general use of Fulname Marking — and is only one of its advantages. There are both direct and indirect profits for the Pro who provides Fulname Service.

Write for complete information

THE FULNAME CO.
CINCINNATI 6, OHIO

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NEW GOLF GLOVE AIDS
GOLFER'S SWING

A newly invented webbed thumb-and-finger glove which promises aid in correct grip, better control of the club at top of swing, in getting more whip-lash at the bottom of swing, has just been developed by Ed Lapell, a Detroit amateur. He calls it "The Big Fore."

Pro Mike Brady of the Downtown Pro Shop in Detroit, describes it as the long sought gadget that serves as "Personal Pro" which enables the student to keep the finer points of his pro's instruction with him. Tests made by Brady among pros as well as duffers showed the glove does a real job in teaching the proper grip and holding golfers to it. It prevents the clubhead from sagging and the left hand from opening at the top of the swing.

The glove fits over the thumb and forefinger of the right hand (left hand for southpaws) and joins the fingers with an adjustable strap. The web of the little glove restricts the backswing to the proper degree and relaxes the right forearm muscles and the middle two fingers of the right hand without fear of "losing" the club at top of the swing.

Lapell got the idea, he says, from watching a newsreel in which convalescent soldiers were being taught rudiments of the golf swing. He noticed that many let the shaft slip into the crotch of the right hand, thereby weakening the grip of the left hand's fingers. It is this common error which his glove corrects. Big Fore golf gloves are now in production and pro orders being filled by manufacturer, Ed Lapell, 210 State St., Detroit 26, Mich.

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U. S. ROYAL BALLS ON
"PRO ONLY" SALE BASIS

All U. S. Royal golf balls will be distributed exclusively through golf professionals and golf clubs during 1947, announces George T. McCarthy, mgr., golf ball sales, United States Rubber Co.

Despite high production, it is expected that golf balls will be in short supply during 1947 although not as scarce as last season, McCarthy stated. The shortage is anticipated due to accumulated demand and lack of "carryover" stocks from last year, combined with the fact there are many new golfers recently introduced to the game. Another factor is said to be the tendency of experienced "old timers" to play many more rounds than in previous years.

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NEW BEAN 2, 4-D SPRAY
ACCESSORY PROTECTS FLOWERS

Lawn Protector is the name of a new spray accessory of particular importance to greenkeepers. Developed by John Bean Mfg. Co., Lansing, Mich., this new maintenance tool makes its im-
portance quickly recognized in applying 2, 4-D on turf near flower beds, shrubs and trees. A hood of 2-gauge steel mounted on two cushion tired bronze-bearing disc wheels encloses four especially designed fan-spray nozzles which spray a yard-wide stripe as fast as the operator walks. Around the bottom of the hood is fitted a skirt of tough two-ply solid-woven webbing which hugs the grass, thus confining the spray within the skirted area and permitting fast, efficient spraying without danger of spray drift. The Lawn Protector is connected through brass fittings to high-pressure hose leading to power sprayer. Its quick acting ball-valve cut-off is operated by a finger-tip control on the handle. A guide roller at front under the hood keeps the nozzles at correct height and also serves to keep the machine upright when not in use. Literature upon request from the mfr.

New Movies Available for Club Showings

If it's up to you to line up one of your club's entertainment programs and you want to score with a feature that will prove mighty useful to a large percentage of your members as well as fun for all, look into the new colored movie entitled "Goodbye Weeds", just released by Sherwin-Williams, Cleveland, Ohio, makers of the weed killing chemical Weed-No-More. All of your members have heard of 2, 4-D which has brought such amazing improvement to fairway turf through weed eradication. The new S-W movie explains the mysteries of Weed-No-More's workings in a seventeen minute film in which Hollywood stars weave a story of a golfing husband who learns from his club greenkeeper about a pleasant and positive way to rid his lawn of weeds. Microphotographic shots and cartoons help carry the scientific part of the plot. Donald Woods, Wanda McKay and J. Farrell MacDonald of movie fame do a swell job with the entertaining and instructive story. Ken Carpenter of Bing Crosby's radio show is the narrator. "Doomsday for Pests!", another S-W movie for club audiences tells, by means of an ingenious cartoon treatment, the story of Pestroy, the company's DDT insecticide. Jerry Fairbanks and Eddie Paul, Academy Award winners, have done a masterful job in blending microphotography, cartoons and living insects, and real life shots into a 17 minute dramatic presentation of absorbing interest. Write to Weed-No-More Sales Division, The Sherwin-Williams Co., Cleveland. The 16 mm films in color and sound are available without charge.