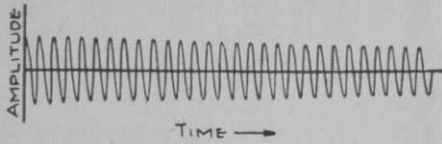
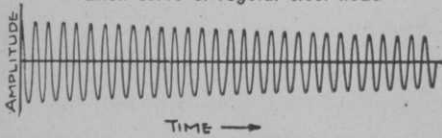


NEW

Stainless clubs with the "feel" you like



Vibration curve of regular steel head



Vibration curve of ARMCO Stainless head

These scientific charts explain why clubheads made of a special ARMCO Stainless Steel have such a satisfying "feel." They show how clubheads vibrate after impact with the ball. The vibrations in the new Stainless head almost exactly match the best grade of regular steel. Pros say the "feel" of this gleaming Stainless is "sweet" and natural.

And the improved Stainless clubs give you extra advantages too. They are rustless and stay bright and attractive in any weather. They're easy to clean and save your time . . . have no plating to wear, chip or buff off. And their harder surface resists scratching and nicking.

Pros and amateurs alike find new pleasure in every round with clubs of ARMCO Stainless. Let us put you in touch with famous clubmakers now producing these better irons.



DIVISION OF



The American Rolling Mill Company

1471 Curtis Street

Middletown, Ohio

working out the Tag-A-Long lines for 1947 the National people had to make provisions for both classes of use. For both fields, of course, the matter of standing up under abuse had to be among the major elements of design and construction. Care of expensive bags while in the carts also was an important factor considered.

The rental use involved traffic problems that compelled the manufacture of one model that can hold 4 bags, if necessary.

Cart "Garaging" A Problem

One of the problems brought on by the tremendous and quick increase in use of bag carts has been that of storing the carts with utmost convenience, economy of space, protection and ease of supervision. By comparing notes with pros and caddy-masters and by pioneering experiments of our own we hope to get the right answers.

At present the usual method is to have the carts in a shed and protected about in the same way long used for the protection of caddies' bicycles. Rubber-covered chains and locks are used. "Floater" insurance obtainable at low cost covers the carts against theft or fire loss.

Some idea of the amazingly rapid and great growth of bag cart business occurs to the pro as he recalls how long it took for the matched-set idea to catch on with golfers while the bag cart swept to national popularity in about 3 years. Further indication is in the National backlog of more than \$1,000,000 in unfilled cart orders for delivery early in the 1947 golf season.

FOUR ACES IN A YEAR—George E. Stephens, member of Lakewood CC, Denver, Colo., where Gene Root is pro, played golf for 16 years without getting a hole in one. He made up for lost time by getting 4 last year; 3 on the 110 yd. 7th and one on the 121 yd. 11th. Two were made in Feb., 4 days apart, one on Oct. 17 and another on Dec. 27. He had to buy drinks for everybody in the clubhouse after making each ace but as he belongs to the Lakewood Hole-in-One club and received 50 cents from each member he grossed \$84 and came out ahead.

1914-Fulname Ball Marking-1947

"The mark of consideration"

1. Each marked ball may benefit others as well as owner.
2. Essential to fullest enjoyment of Golf.
3. A service that pays both players and professionals.

Write for complete information

THE FULNAME CO.
CINCINNATI 6, OHIO