

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

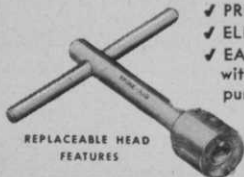
THE FULNAME CO.
CINCINNATI 6, OHIO

Sell and
Install

SPIKE AID

PROFITS FOR THE PRO

Comfort for the Golfer



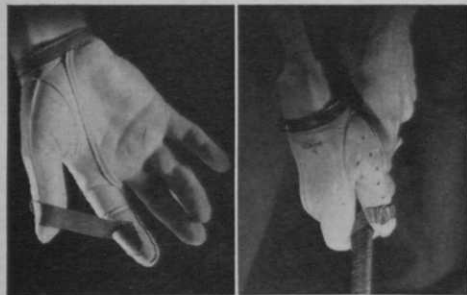
- ✓ PREVENTS LOST SPIKES
 - ✓ ELIMINATES FOOT SORES
 - ✓ EASILY INSTALLED
- with this solid steel multiple-purpose spike wrench.

R. R. MCKENZIE CO.
142 Glendale Blvd.
LOS ANGELES 26

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.

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.

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-

Introducing the new

"SWING WONDER"

and booklet

"What Is This Thing Called Swing"
by Bea Gottlieb

A practice device to develop a conscious swing sensitivity, coordination and relaxation. The booklet, simplified and condensed, will enlighten your understanding of a golf swing. Complete set \$2.50. Box 6234 W. Palm Beach, Florida.