

## 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

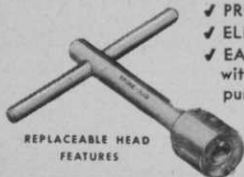
**THE FULNAME CO.**  
CINCINNATI 6, OHIO

Sell and  
Install

# SPIKE AID

## PROFITS FOR THE PRO

### Comfort for the Golfer



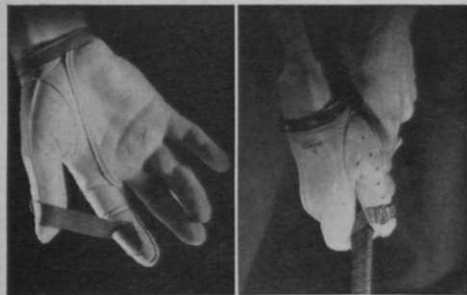
- ✓ PREVENTS LOST SPIKES
  - ✓ ELIMINATES FOOT SORES
  - ✓ EASILY INSTALLED
- with this solid steel multiple-purpose spike wrench.

**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.

# HENDERSON'S

## GOLF GRASSES

We have special, tried and proven golf mixtures for every purpose — and our complete service to Greenskeepers also includes blending special formulas to your own specifications.

**PETER HENDERSON & CO.**

35 Cortlandt Street New York 7, N.Y.

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 fingertip 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.

## ROBERT TRENT JONES

*Golf Course  
Architect*

20 Vesey Street  
NEW YORK, N. Y.

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. Micro-photographic 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 micro-photography, 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.

### CUNNINGHAM

## MOWER



- Fence Rows
- Hazards, Roughs
- Driveways
- Lawns, Woodlots

It mows clean and fast in tight corners; 3-foot cut; variable speed. Young folks can run it. Rugged design, detachable engine. See your dealer or write Dept. 12.

**JAMES CUNNINGHAM, SON & CO.**

13 Canal Street, Rochester 8, N. Y. Est. 1838

### When it is GOLF PRINTING!

*Specialists, for years to many of America's largest and most exclusive courses, can best serve you, too.*

**Score Cards - - Charge Checks  
Greens Maintenance Systems  
Caddie Cards - - Handicap Systems  
Forms for Locker and Dining Rooms  
and for the Professional.**

Samples to your club for the asking.

**VESTAL CO., 703 S. La Salle, Chicago**