

JUNE, 1929.

Editorial Contents

<p>Value of Vigilance and Skill in Equipment Care—By Fred Sherwood.... 19</p> <p>Soil Tests That Determine Degree of Acidity—By H. R. Cox..... 21</p> <p>Cash Register Approach Shots—By Herb Graffis 24</p> <p>"I Was a Green-Chairman and Got Along"—By Spencer M. Duty..... 26</p> <p>Club Manufacturers' Association Plans Standard Shafts..... 30</p> <p>Small Town Clubs Profited by Paying Pros More..... 40</p> <p>Chain Store Ideas as Aid to Pro Merchandising—By B. H. Blake..... 46</p>	<p>Where Paint-brush Put New Life in Shop's Sales 52</p> <p>Department Head Harmony Vital to Advance 54</p> <p>Out of Leach's Mail-bag..... 55</p> <p>New Brunswick Fertilizer Experiments—By Howard B. Sprague.... 61</p> <p>Some Varying Slants on Billing Policies and Methods..... 66</p> <p>Making Permanent Drainage Installations—By Dale Perrill..... 72</p> <p>Music's Charms Soothe Savage Deficit 78</p> <p>What Manufacturers Have to Say... 79</p>
---	---

HAS "TOE-ITCH" REMEDY

Indianapolis, Ind.—Reyno Co., 31 W. 35th street, is getting after golf club trade with its preparation for curing athlete's foot, the disease that is said to come from from wet shower-room and locker-room floors. The preparation is based on a formula brought back from Panama some years ago by an American engineer. The prevalence of this foot trouble since golf became so popular brought many calls on the engineer for the preparation. He related that the preparation had a 100 per cent record of curing the ailment, and finally decided to finance the manufacture of the material instead of giving away bottles of it to his friends and their friends.

The plan of distribution is to be through pro-shops or locker-room attendants, and also through the clubs as it is suggested that each club keep a couple of bottles of

the "toe-itch" preparation Reyno on its bathroom shelves. The liquid retails for \$.50 a bottle, and sells to the clubs or club employes at \$.30 a bottle in quantities of two dozen bottles.

SPALDING'S 1929 GOLF GUIDE

Publication of the 1929 edition of Spalding's annual golf guide, the standard reference work concerning the game's records again marks the official opening of the season throughout the country. Grantland Rice, its editor, has made an amazing comprehensive and valuable collection of results of the 1928 tournaments, this material being conveniently presented by districts. In addition to the extensive records which are available in book form nowhere else, the book has much information on the prominent personnel of golf, a lot of good pointers on playing, an array of

PIONEER GOLF & LANDSCAPE CO.

DESIGNERS Golf Courses BUILDERS

122 So. Michigan Ave., CHICAGO