

Talkies on Tour to Give Professionals Selling Tips

TALKING movies now are used in a nation-wide business education program for golf professionals, along the lines of showing proper shop organization, merchandising and selling.

The Golf Ball division of the United States Rubber Co. has just completed a talking movie entitled "Pros, Players and Profits." Those who have seen the film say that it is one of the most remarkable talking movies ever shown. In 45 cities dinner meetings are to be held with the golf professionals, during which sessions the talker will be presented.

These meetings will be conducted by E. C. Conlin, sales manager of the U. S. Golf Ball division, and by John W. Sproul, assistant sales manager. At these meetings other entertaining and instructive sound movies that have to do with the business side of golf, will be shown. These pictures have never been shown before. Both Conlin and Sproul will have some interesting things to say about business conditions as applied to the golf profession, and will endeavor to answer questions having to do with the application of the "Pros, Players and Profits" plan after the pictures have been shown.

Invitations will be sent to the leading golf professionals in every section of the country about two weeks before the date of the dinner-meeting. These invitations solicit the golf professional and his assistant to be the guests of the United States Rubber Co. at the affair. It is believed that upon the completion of this tour of the country, one of the most helpful educational works that has ever been applied to any industry will have been accomplished.

The first showing of these pictures will be made in Los Angeles on Wednesday, January 7, during the week of the Los Angeles \$10,000 Open; and the final showing will be made in Providence, R. I., the early part of May. The itinerary given below is tentative, but there will be practically no changes with regard to the cities in which these sound movies will be shown, although there may be some slight rearrangement of the dates. Golf professionals will not only find these pictures instructive and educational, but highly entertaining, Conlin promises.

Business Talkies' Dates.

Date and City—

- January 7—Wednesday, Los Angeles, Cal.
- January 13—Tuesday, San Francisco, Cal.
- January 19—Monday, Portland, Ore.

- January 22—Thursday, Seattle, Wash.
- January 26—Monday, Spokane, Wash.
- January 29—Thursday, Salt Lake City, Utah.
- February 2—Monday, Denver, Colo.
- February 10—Tuesday, Atlanta, Ga.
- February 12—Thursday, Birmingham, Ala.
- February 16—Monday, New Orleans, La.
- February 17—Tuesday, Miami, Fla.
- February 19—Thursday, Houston, Tex.
- February 20—Friday, San Antonio, Tex.
- February 24—Tuesday, Dallas, Tex.
- February 26—Thursday, Tulsa or Oklahoma City.
- March 2—Monday, Richmond, Va.
- March 2—Monday, Kansas City, Mo.
- March 3—Tuesday, Washington, D. C.
- March 5—Thursday, Baltimore, Md.
- March 5—Thursday, St. Louis, Mo.
- March 9—Monday, Memphis, Tenn.
- March 10—Tuesday, Little Rock, Ark.
- March 12—Thursday, Louisville, Ky.
- March 13—Friday, Cincinnati, Ohio.
- March 16—Monday, Columbus, Ohio.
- March 17—Tuesday, Indianapolis, Ind.
- March 18—Wednesday, Des Moines, Ia.
- March 20—Friday, Omaha, Neb.
- March 23—Monday, Minneapolis, Minn.
- March 25—Wednesday, Milwaukee, Wis.
- March 26—Thursday, Pinehurst, No. Car.
- March 30—Monday, Chicago, Ill.
- April 2—Thursday, Detroit, Mich.
- April 6—Monday, Cleveland, Ohio.
- April 9—Thursday, Pittsburgh, Pa.
- April 10—Friday, Philadelphia, Pa.
- April 13—Monday, Harrisburg, Pa.
- April 13—Monday, Toledo, Ohio.
- April 15—Wednesday, Buffalo, N. Y.
- April 16—Thursday, Rochester, N. Y.
- April 17—Friday, Syracuse, N. Y.
- April 20—Monday, Schenectady, N. Y.
- Date to be announced later—New York, N.Y.
- Date to be announced later—Boston, Mass.
- Date to be announced later—Providence, R.I.

MAKES CLUBS' "ACQUAINTANCE OFFER" ON SEASIDE BENT.

Seattle, Wash. — Seaside Bent Co., through its distributors, J. M. McCullough's Sons Co., Cincinnati, Northwest Seed Co., Seattle, and Western Seed Marketing Co., Salt Lake City, is making a special golf club offer on seaside bent seed. The price on an introductory order not to exceed 100 pounds is \$1.55 a pound, freight paid. After the introductory order the price is \$1.80 a pound.

The seed is inspected and certified by the Oregon State Agricultural college and shipments made under this offer all bear the state seal and tag which is made valid by the signature of the state's authorized inspector.

The certification tag calls attention to the new identification as *Agrostis palustris* instead of *Agrostis stolonifera maritima*, and advises, "This grass was discovered growing in native stands of remarkable purity in Coos County, Oregon, and is being principally produced in the southwest coast counties of the state. Fields and threshed seed are inspected for certification purposes by representatives of the Oregon State Agricultural college."