Aulbach, Pro, Is Lively Publicist

GEORGE AULBACH, well-known in pro ranks, and at present professional at the Spring Lake Country club, Waco, Tex., is the author of a couple of interesting copyrighted golf folders that are to the point. They make good little wall displays in the pro shops.

Under one heading, “The Professional,” George writes:

“The golf professional is a teacher of one of the greatest of sciences, a teacher of a science unmastered, a teacher of a lifetime study with over a million students. He is a man of broad education, positive and practical in thinking and with a firm command of the resources and techniques of his profession.

“He believes in his ability to get results through definite aim and a high ideal of practical service.

“He is blessed with the greatest asset of mentality, the power to make your game, your condition and your character.”

Aulbach’s screed on “Golf” follows.

“Golf is a science without a master—a psychology unconquered—a subject beyond philosophers.

“Golf, beloved alike by king and peasant, is a game of physical skill containing many problems not under the human control.

“The glory of golf is honor; contested and won on honor.

“It is the noble gift of God and the greatest of all recreations.

“It promotes the health of men and women of all ages; it replenishes the brain with new blood to overcome their daily problems; and it brings them into the great outdoor life.

“Golf is another form of education—a builder of character, knowledge and health.

“Golf inspires self-confidence, self-courage and control.

“Golf magnifies friendship and prolongs life.”

Sell Day-a-Week Rights at Day-Fee Course

UNDER the heading “Golf for 32 cents a day,” Techny Fields, a Chicago daily fee course, advertises season playing rights with the following copy:

In an effort to reduce the cost of golf, the directors of Techny Fields have de-