

## 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."*

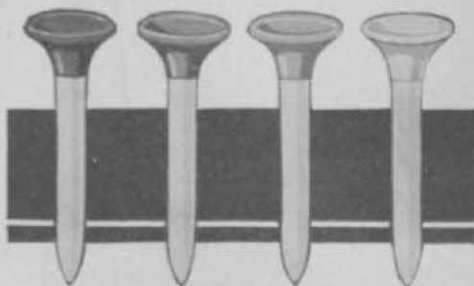
## Sell Day-a-Week Rights at Day-Fee Course

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-*

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## Different Coloured Tees in Each Box



"IT FITS YOUR FINGERS"

## A Colour for Each Player in the Foursome

"PEG" led the way to the celluloid tee now so popular everywhere.

"PEG" now offers these clean, smooth tees put up in such a way that each player can identify his tee.

You know how it is when all the players are using tees in the same colour. The chap with the "taking-way" always finds "his" tee. Different coloured Tees prevent this. This feature appeals to the men. The ladies just take one look at the pretty colours and reach for a "quarter."

A nice portion of that "quarter" is profit for you. No competition from the five-and-ten-cent stores on this tee.

Many Pros. claim this is the fastest selling Tee they ever handled. Put a box out on your counter where the colours can be seen. They will sell faster. You just try it.

*The leading Jobbers can supply you with*

# "PEG"

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