

Over The PRO SHOP Counter

George Aulbach, pro at Golfcrest CC, Houston, Tex., has been using the letters that appear below for several years with great success. This winter he included them in the series presented to assistants in the PGA Training School at Dunedin, Fla.

Lessons

Why slice, when a lesson will help you. Why miss putts, when I can show you how to make them. Why guess, when there is an easy way to learn.

The "how and when" to use each club, stroke saving tips and tournament strategy can all be learned through lessons.

Why handicap yourself, when I can show you "how" in just one lesson. Phone (insert your number).

Yours for better golf,

Bags

I have always thought the old faithful bull, race horses and golf bags were alike, should be retired after years of service.

Your golf bag was a good bag, but it will soon see its last game. A new bag always inspires a fellow to play better. We have just received a shipment of the finest styles, colors and values in years. All at new low prices.

You don't have to be a good golfer to buy a good bag at a low price. Now on display in the Pro Shop.

Most sincerely,

Club cleaning

I always like that crisp feeling of a clean

shirt, because it makes me work better. And I am sure you do, too.

In golf, clean irons and polished woods will give you that same crisp feeling and make you play better. The feel of a sweet smack off the tee only comes from clean clubs. And tournament players always demand clean irons and woods.

Why not put your clubs on our monthly cleaning service, at only \$_____ per month. They will be cleaned, minor repaired when necessary, and stored in our dust-proof racks after each game. This service will increase the valuation of your clubs. Phone (insert your number).

Yours for cleaner clubs,

Clubs

Everybody likes to play with new golf clubs.

We can now select clubs that will definitely help eliminate some of your bad shots. For a very limited time only, I have found a market for used clubs. Therefore may I take the liberty to offer you \$_____ for your woods and \$_____ for your irons as credit on new clubs.

This offer is good for two weeks only. You may try out, without obligation, any set in the Pro Shop.

Yours for new clubs,

Balls

(Get permission to use members' names)

I like to carve turkey, but darned if I like to carve golf balls.

I have tough news for you, a tough ball tougher than the toughest. This new _____ ball has a cover like an elephant's hide. When dubs like Bert Jones, Fred Brown and Dick Black say they can't cut it, it must be tough.

You can top and chop it, and still get more rounds per ball. Next time try the _____ ball.

Yours for tougher balls,

Clubs

Remember when you wore your first long pants suit, remember how proud you were? Well, that is exactly how you will feel when you walk off the tee with a set of new _____ professional woods and irons.

Like the crack of a gun, the ball is off for more yards and better direction. And what "feel" they have. They are the latest in custom made club perfection. We have a set in stock that fits your style; try them the next time you play, see the difference.

Yours for better clubs,