



Corner of George Aulbach's pro-shop, Dallas (Tex.) CC. George claims no patron need leave this neat appearing layout for any golf necessity, and he'll tell you it pays to carry a well-stocked line of merchandise at all times.

# THE BAKER-LAD OF TROON

By D. SCOTT CHISHOLM

**B**ACK in 1923 it was my pleasure to attend the British Open at Troon—the wee toon o' Troon wi' its 4,000 population o' honest Scotch folks an' its seven gowf courses—where the artisians can play gowf up tae eleven at nicht for sixpence a roond an' beer is only threepence a schooner. It was at that time I first got a squint of an American professional who had sailed the seas in search of a British crown—and fame.

He was just a mere strip of a lad and little attention might ever have been paid to him had he not been attired in pure white English flannels, white flannel cap, white surah silk tie, white woolen socks, a pair of white buckskin shoes and white leather grips on all his clubs. Scottish spectators never saw the likes of him on a golf course. He was, as one bonnie red-cheeked lassie remarked, "like a ghost in a pantomime."

Then was my first meeting with the popular and skilled professional golfer at the Dallas CC, George Aulbach.

George first got his squint of daylight in Quincy, Mass., some 36 years since; his parents, of all combinations, being Scotch-German. He came through staid Boston

University in flying colors. In the 1919-1921 era of amateur competition in the New England sector he was quite a figure and won "tops" in about everything that Francis Ouimet and Jess Guilford lost out on. He once got mad and holed a full drive for an ace, the hole measuring 335 yards. He has won, since deserting the honestly pure ranks of amateurism, both the New England and Texas PGA titles and has been with the Dallas club for upwards of 5 years—a rare recommendation in itself if you ask your correspondent. Yes, George is married and they have the mouths of three braw bairns to administer to. So, dear readers, meet the "baker lad" of Troon, a title given him by the natives of John Black's birthplace.

## A Well-Run Pro Department

Said George in a conversation I recently had with him:

I have a very fine shop with lots of dis-

play room and very fine display equipment. It is not really necessary for any of my members, man or woman, to leave my shop for any part of golfing apparel, because in my stock I carry everything. Balls, bags, clubs, tees, gloves, shoes, knickers, socks, ties, caps, hats, sport shirts, underwear, dress shirts, rain coats can all be found in my stock. My inventory runs above \$3,500.00.

In all I carry no less than 47 different items for the convenience of my members and I have always made it a point to sell my merchandise at a fair and just profit and never to offer anything that has the least trace of shopworn appearance about it. That, I find, is fatal—unless it is offered at a sacrifice.

All items found in my stock are of the very latest style and I can outfit a member with a pair of shoes to properly fit him, giving him the latest model to be found in any exclusive shop in the city of Dallas. If I haven't got something they want in stock, I'll mighty soon get it for my patrons.

A deep wall case, which can be seen in the photograph, measuring 30 feet in length, greets my members as they enter my shop. It fairly hits them in both

eyes in double-barrelled fashion. It carries an apparel display; most of the time articles of pastel shades which greatly add to the general brightness of things.

Opposite will be found my club and bag display and it is a very extensive one as far as the average professional display goes because I believe in carrying as large and comprehensive a stock of clubs and bags as space and finances will permit. No more—no less. My bills must be discounted and I keep that always in mind.

My golf ball space is located in such a position that a member almost sticks his nose into it the moment he enters my emporium. That is very important. Then I have a few chairs where my members usually lounge around for a while and gaze at my merchandise and wonder and wonder and wonder—if they are in need of anything. Sales psychology I call that. And then there is my own private office with big desk where I like to sit and imagine I am the owner of a huge department store doing a monstrous business.

#### Members' Lounge At One End of Shop

At one end of my shop I have furnished a room where both men and women waiting for their foursomes to start, foregather and listen to the radio or some "blethering skite" who insists in telling all and sundry how he sank a twenty-footer on the last green—or beat a low handicap opponent on even terms the day before yesterday. They smoke in comfort. They may read in equal comfort as I have for their edification no less than 9 golf publications from one country or another. The walls of this "bull" room are decorated with enlarged photographs of the stars of the golfing world from the collection of D. Scott Chisholm of Los Angeles. I see that this unusual waiting place for my members is kept immaculately clean and well ventilated at all times. I greatly enjoy and take much pride in this room.

I always enjoy teaching my members regardless of how difficult the problem may be. I believe that each pupil is an individual problem and must be handled in that manner, because no two men nor two women are constructed alike in a physical way nor have they ever exactly the same body development or temperaments. Therefore, the swing fundamentals must

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be moulded slowly and soundly into each individual.

I do not think that pupils should be forced into unnatural body motions that cause any discomfort because, above all, ease of action and comfort in every motion is the very foundation of better and sounder golf. I insist my pupils get at ease both physically and mentally before I start them off.

### Proud of the Job He's In and Is Doing

Outstanding pupils such as these must have many things that no instructor could give them—natural ability, willingness to practice and the desire to win—and be a champion. But I am mighty proud of the following:

*David (Spec.) Goldman, runner-up in the 1934 National Amateur.*

*Reynolds Smith, semi-finalist in the 1934 National Amateur and Texas champion.*

*Jack Munger, semi-finalist in the 1933 National Amateur, quarter-finalist in the 1935 National Amateur and twice National Interscholastic champion.*

*Rufus King, 1935 Colorado Amateur champion who gave Lawson Little a sensational battle on the first round of the 1935 National Amateur.*

*Mrs. Dan Chandler, Texas champion 1932, 1933 and champion of Mexico 1933 and 1934.*

*Betty Jameson, Southern champion, 1934. O'Hara Watts, twice Southwest Intercollegiate champion.*

*Joe Lynch, semi-finalist in the 1935 National Amateur; one of my pupils while I was pro in the Boston district.*

My position as professional at the Dallas CC, with its membership of over 700, has afforded me untold happiness. I know and appreciate the fact that I have the honor and the privilege of mingling with the finest lot of sportsmen and sports-women in the land in the pursuit of my club duties.

I know I am serving the oldest and the most delightful country club to be found in all the southwest country and all I ask for is a fair share of membership patronage so I shall continue to live in peace and happiness with my wife and family of three. No man of common sense desires more than that and you can tell the professionals of the land, my pals, that George Aulbach, one of the old school, is extremely happy and contented in this year of our Lord, 1936.

### Greenkeeping Short Courses at State Schools Make March Important Month

**S**HORT courses in greenkeeping, tremendously valuable factors in course maintenance and real life savers for golf during the depression, make March an important month this year. Short courses at state universities of Pennsylvania, New Jersey and Wisconsin were held during February. The 10-week course at Massachusetts State college concludes with a three-day conference and exhibition at Amherst, March 13-15, which is a high spot in the New England educational program for course superintendents. Many prominent, practical experts are on the MSC program.

Under direction of Prof. J. G. Moore, the University of Wisconsin short course was held at Madison Feb. 27 and 28 with a good attendance of the state's greenkeepers and a program presenting nationally known turf scientists, faculty experts and greenkeeping stars of Wisconsin.

On March 2 and 3 Iowa State college at Ames holds its fifth annual greenkeeping course. A fee of \$1 is charged to pay part of the expenses.

Michigan Agricultural college at East Lansing holds its annual short course March 5 and 6. Prof. C. E. Millar of the Soils dept. is in charge.

The University of Minnesota holds its annual greenkeeping course at Minneapolis March 9 to 13, inclusive. W. R. Smith, intramural director, will supply details to interested greenkeepers in Minnesota and adjoining states.

Attendance at several of these courses is not limited to greenkeepers of the states in which the courses are held. Registration fees are nominal and living costs for attending greenkeepers are kept to the minimum. Approximately 600 greenkeepers will attend these sessions.

Club officials generally have little idea of the character and value of these expertly arranged conferences conducted by the state college staffs. It's a definitely practical operation that has few, if any, counterparts in industrial and commercial fields and fully warrants the most earnest interest and cooperation on the part of all club officials.

**B**EFORE the spring work starts see that all hand tools are put in A1 condition—and maintained that way during the summer.