



Fred Morrison, pro at Midwick C. C., Pasadena, Cal., is one of those fellows who doesn't believe being a No. 1 player should interfere in the slightest with the same fellow being a first class pro business man. The accompanying photograph of Fred's outdoor display at Midwick should suggest something to fellows who complain that their shops are in out-of-the-way locations. Note that Fred's outdoor shop is on casters so he can spot it conveniently. It makes an especially valuable set-up for fellows who have shops located where women can't patronize them handily or for pros who miss a lot of the week-end sales because their displays don't get to the attention of the members. Such a portable show-room, with the displays changed often, and with prominent display cards on special sales, is going to play a star part in the selling service many of the pros will do this season.

performances, their positions and their possibilities.

Maybe this golf business has reached a point of steady, easy growth instead of the hectic advance it enjoyed in the 10 years from 1920 to 1930. If so, there's no distress to be found in that situation. It points toward a more earnest development of the pros' superior spot in the golf promotion picture. It will call for personal development of the possibilities instead of letting the feverish growth of a craze bring in the new business.

Golf Looks Solid

Oswald Spengler, one of the foremost philosophers of the day, recently had an article in the *American Mercury* that painted a drab picture for the present civilization. Spengler forecasts that the machine age would bring about its own end. It was a blue view for many businesses,

but for the sport business there were cheering words. The masterly thinker said that the popularity of outdoor life was due to continue because of modern civilization's need for something to compensate for the crushing effect of mechanized living. So, on this basis golf's present and future looks excellent.

The pros are going through some readjustment that is in many cases inevitable. Some of the boys did their own readjusting a year ago, much to the satisfaction of their clubs. Other changes in pro operating policies will have to be made, but for the pro who is competent to handle his job for the good of the club and its members there is every reason for confidence that 1932 will be a first class normal year.

It's a season that begins brightly for the planners and the workers. No others need apply for a cozy corner in the pro field this season.