Think Money

By WALTER HAGEN

DURING the past few years professional golf has been undergoing an interesting and significant change. The pro has started to think about money.

Prior to the dawn of the business era in pro golf, the pro as a commercial factor was generally about in the class of the old-time newspaper man or actor. He loved the game. Its income for him enabled him to get by, and why give any particular thought to the morrow?

Possibly it was contact with members whose means greatly exceeded his own that first gave him the urge to make himself a prosperous business man; possibly it was the volumes written about golf becoming the national game. In the latter event, the pro must have had the hunch that he should be due to collect for his prominent part in the tremendous development of the sport. He came face to face with the fact that if this popularity of golf was making a lot of money, it certainly wasn't coming his way any too strong.

The situation was bewildering to men who, as a class, never had given any special thought to business. Golf changed from a sport to a business almost over night and some of the boys don't know yet that the change happened.

The Dominating Thought

It is up to the pro of today to line up with the prevailing conditions by thinking business first, last and all the time. If he gets himself into this habit of thinking he need have no concern about his financial future.

This policy of thinking and acting business all the way through is not to be understood as a suggestion that the policy be made too strongly evident. Blunt grasping for every loose nickel is a fatal overplay of the hand. But common-sense use of the idea of making every action and word have some favorable effect on your money-making capacity as a professional, will set you in solid with your members. They are business men and are attracted and held by the pro who shows that he is a straight-forward and business-like sort of a fellow.

Making money is no trick if you are willing to work and use your head. Is there any mystery to the success of the fellows who are year after year at the same clubs and making a good income out of their shops and lessons? You know and I know, that they made good simply because they set out to make money and used the same kind of effort employed by the men who sell shoes, clothing, groceries, and what not.

Money First, Then Glory

It may be a sad sight for some pros to see the glamorous career as a successful pro compared with the career of the butcher, the baker, and the candle-stick maker, but the sooner a number of pros look at their job in this light, the quicker they'll boost their incomes.

Why do you buy your clothes at a certain store? Study the merchant's methods and apply them to your own business. Or, better still, if you know of retail stores in any line that are highly favored by your members, study them and see why they are making money from the same buyers you are trying to get for clubs, balls, other equipment and lessons.

Study, think, and act business more. You can't do too much of it. The bright boys are doing it and are making money in clubs where other fellows would starve to death and whine about their tough luck, the members being tight, and dozens of other alibis. When we are not making the money we think we ought to be making, the reason may be that advanced by Mr. Tunney's favorite author, "The fault, dear Brutus, lies not in our stars, but in ourselves."
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Editorial Contents

Who Pays Cost of Club Operations 9-11
Architect Important to Club Meal Business ...................... 12
Mid-Summer Maintenance Methods.13-15
Northeastern N. Y. P. G. A. Wants Members ...................... 16
How George Goes After “Jack” ...17-18
Club Manufacturers Organize..... 18
No Ball Stealing by Our Caddies.. 19
Battle With June Beetle, Turf Foe.21-25
How We Control Brown-Patch at Glen Oaks ...................... 26
Mid-West Holds First Demonstration ...................... 31
Right Methods and Mother Nature “Made” Us ...................... 34
New Los Angeles Course Is Thomas Triumph ...................... 38-42
How My Job Looks—To Me........ 43-45
Wooley’s “Tee Topics” Gets Business ...................... 45-46
Evanston’s Fairway Watering System Described ...................... 47-49
Preparation and Uses of Compost 55-58
Daily Watch on Feeding Finances 58-59
Think Money ...................... 61

For Index to Advertisements see page 64

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| Flag poles           | Score cards
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|                      | Showers
|                      | Shrubs
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|                      | Soil testers
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|                      | Sprinkling carts
|                      | Swimming pools
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|                      | Tea room equipment
|                      | Tee boxes
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By..............................................

Position........................................

Address...........................................

..............................................

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Please mention GOLFDOM when writing advertisers
Advertisers’ Index

Angle-Tee Co. .......... 60
Aschert Bros .......... 61
Atkins & Burbrow, Inc .. 52
Bayer Co .................. 32-33
Berger Mfg. Co ........ 54
Bronson Golf Shoe Co .... 53
Buckner Mfg. Co ....... 51
Calculograph Co ....... 52
Carrier, Lyman .......... 53
Caswell Mfg. Co ....... 52
Collins Seed Service Co .. 54
Cushman Mower Works ...... 49
Davis, George A. Inc .. 30
Dayton Irrigation Co .... 6
Double Rotary Sprinkler Co 59
Fate-Roost-Heath Co .... 58
Featheredge Rubber Co .... 6
Floosmoor Nurseries, Inc .. 30
Fold-O-Look Corp ....... 60
Fraser Publ. Co ......... 60
Friend Mfg. Co .......... 6
Fulname Company ........ 5
General Timber & Lumber Co 44
Golf Ball Supply Co ....... 60
Graphic Score Book Co .... 50
Granby Mfg. Co ......... 59
Great Northern Hotel ...... 56
Hackbart, A ............. 51
Hooper Irrigation Co .... 54
Horner, R. S ........... 36
Horton Mfg. Co ........ 37
Hovey & Co ............. 58
Hyper-Humus Co ....... 52
Johnson, J. Oliver, Inc ... 4
Kemp Mfg. Co ......... 55
Langford & Moreau .... 58
Lee, Harry C ........... 61
Leesley, Rob’t F, Grass Co .. 62
Macomber, Leonard ....... 63
MacDonald, Frank P ... 60
MacGregor-Compost Dist Co .. 48
McWane Cast Iron Pipe Co .. 47
Maddox Constr. Co ....... 62
Mallinckrodt Chemical Works .. 2
Fred Medart Mfg. Co ....... 2
Michigan Cedarcraft Co .. 55
Miller, Wendell P ....... 4
Mitchell Mfg. Co ....... 55
Mitten, L. F. ........... 50
Morley Button Mfg. Co .. 47
Mulherin Rubber Co ....... 60
National Mower Co ....... 6
Nelson Mfg. Co, L. R .... 2
Newall .................. 69
Nieblo Mfg. Co ........ 39
Peckham, A. N .......... 29
Pennsylvania Lawn Mower Wks .. Inside Front and Outside Back Cover
Philadelphia Seed Co ....... 51
Plant Food Co ........... 54
Premier Poultry Manure Co .... 62
Reade Mfg. Co .......... 36
Reading Foundry & Supply Co .. 59
Rite Grip Co ........... Inside Back Cover
Roseman Tractor Mower Co .... 8
Sewerage Commission ...... 54
Sherwin-Williams Co ...... 7
Staude, E. G., Mak-A-Tractor .. 57
Stumpff, Walter Co ....... 35
U. S. Golf Architect ....... 6
U. S. Rubber Co .......... 1
Vestal Co, John H ....... 69
Vulcan Golf Co .......... 45
Wanamaker, John ....... 39
Willy, John ........... 69
Wilson—Western Sporting Goods Co ... 41
E. L. Whitm, Inc ....... 30
Worthington Mower Co .... 19-21
Young, L. A. Co ....... 46

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