

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 overnight 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 will-



ing 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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JULY, 1928

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during 1928 National Open

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HERB GRAFFIS

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