

SMILE SWEAT STUDY



JERRY GLYNN

—That's How Glynn Is Working for His First Million \$ as a Pro

By HERB GRAFFIS

A SMILING young Celt went out into what the big town boys term the "sticks" a few years ago to take his first sure-enough pro job. I knew this boy as an assistant. Everybody else who came into the club where he worked knew him too. He had one of those come-in-out-of-the-storm grins on him and was so genuinely eager to do something for anyone who came into the shop that he had scores of friends who probably didn't know him by name but were added to his cohorts by the pleasant reception they got from him.

He picked up selling ideas like the Century snatches a bag of mail from a wayside post, and he was in a spot where he could learn a lot, being on genial Jack Daray's staff at Olympia Fields. Jack, the old master, turned this kid, Jerry Glynn, loose for Jerry's first job as pro with a paternal benediction and the moaning low gentry among the laddies ducking the early spring sleet around the radiators at Spalding's, in the Lytton building and at Bob Jackson's all forecast a gloomy year of starving to death for the young hopeful. The club to which he was going, so the dire dopesters said, wouldn't loosen a dime for the exclusive talking picture rights on the second coming of the Messiah.

Now, how much dough this Glynn boy had to finance the inauguration of his new operation I don't know, but I have a fair idea of what assistants get, even at the top, so I am confident that I am taking no liberties with the truth when I put it down that Jerry was traveling light. Lots of fellows would have said, "Ah, wotel. The manufacturers will give me credit until I am going." And let it go at that. You couldn't blame them for that is a fairly

usual order of things. But not this ambitious young man. He went into his new burg with the snow still sloppy and melting on the ground, when the golfers were thinking the sun never would come out again and consequently feeling most intensely the perverse itch of humanity to do what they can't.

"Get Busy," the Boy's Battle-Cry

That was setting the scene right enough for the first act curtain, according to Jerry's way of thinking. He didn't hang around the club waiting for a few early birds to drift in. He went out after them, making office-to-office calls and dropping around at the homes in the evening to get acquainted with his new members. So, before the actual playing season opened this boy had sold around \$2,000 worth of clubs. All this while the prophets of his dismal season were still sitting around creating callouses on their posteriors.

That season and the time following at the club was profitable for Glynn. He had established the habit among the members of dealing with the pro on a lively basis, for he had shown that the pro was mighty interested in getting the business and, what's more, in his members. Some of the boys who are sincere good friends of his have said that Jerry's a ball of fire in selling, but he puts the stuff on too hot—people get fed up on having efforts made to sell them something every time they get near the pro. Well, maybe so, but you have to give the kid credit for exercising excellent judgment in knowing where to stop and for that happy personality of his working to take away any sting that might accompany the high pressure.

Last year Glynn went ahead to another

MEMBERSHIP AND
 INSTRUCTIONS
 HELP GOLFERS
 ALL OVER THE
 U. S. A.
 PENNSYLVANIA
 12345

Jerry Glynn
Barrington Hills Country Club
 AUBURN
 ILLINOIS

EVERYTHING
 FOR THE
 GOLFERS
 MADE BILLS
 AND RECEIPTS
 SUPPLIED
 ON APPLICATION

Dear Member:

Please accept my most sincere thanks for your patronage in my shop and your many kindnesses to me during my first year at Barrington Hills Country Club.

This winter I will act as Golf Instructor at the Lake Shore Athletic Club. If you are not a member, some of your friends are members and you could come in as a guest. Ladies are only permitted to have lessons in the mornings.

The coming holiday season is always a time of wondering what to get your friends—if it is for a golfer it is simple. Here are a few suggestions from my shop:

Worked set of 9 Wood (Shortleaf) iron	\$60.00—Barrington, \$67.50
Worked set of 9 Wood (Shortleaf) iron	60.00—Barrington 67.50
Worked set of 9 Woods—Hickory or Steel shaft	35.00
Worked set of 9 Woods—Dark White metal tapered	35.00
Worked set of 9 Spreading iron	75.00
Worked set of 9 Spreading iron	75.00
Master set of 9 Spreading woods	45.00
Spreading golf balls—Hickory, iron, steel	1.00
Spreading golf balls—Hickory, iron, steel set	3.00
Shov King golf balls, doz.	15.00
Dunlop golf balls, doz.	15.00
Hampton—Ladies or Girls	2.50
Golf Caddies	2.50
Golf bags	3.50 up

Anything else of any brand or make I will be happy to secure for you. Purchases made from me will be shipped or delivered anywhere you wish. Again thanking you for your patronage and wishing you everything that is nice for the Holidays, I am,

Very truly yours,
JERRY GLYNN.

Here's Jerry's Christmas letter to the Barrington members. It dragged in business.

job, at Barrington Hills C. C. (Chicago district). Here is a spot where any strong-arm stuff in selling would bring down the wrath of the gods, for the Barrington people are distinctly gold-coastish. They would resent any obviously heavy work in getting them to buy. But inviting display and subtle suggestion, both with the background of an honest desire to help the members get the most from their golf, has put Glynn across in grand shape at Barrington. It is a rather small club in numbers, as metropolitan district clubs go, but Glynn gave about 600 lessons during the year and sold approximately the same number of clubs. That means steady and regular hours at the club, a schedule not in keeping with the popular and uninformed idea that it's great to be a pro and have nothing to do but play around in the sunshine. Jerry only played six rounds in 1929.

The Barrington members vote the Glynn ticket straight. A number of them to whom I spoke during the past season have taken time out to put in a fine endorsement of their pro and when it came time to renew his contract they expressed their approval with a substantial raise.

Keeps in Touch All Year

Glynn doesn't let the winter come in between him and his Barrington members. He is at the Lake Shore Athletic club's winter school. Being in a winter school at a private club might stop some boys from keeping in touch with their summer jobs, due to the restriction in membership, but not Jerry. He sent out a neatly printed circular to the Barrington roster in which he said: "If you are not a member, some of your friends are members, and you could come in as a guest." That circular, which is reproduced with this story, and another one sent out by the eminent "Doc" Code, chairman of Lake Shore's golf committee, helped Jerry a lot, according to his own testimony, to put on the Santa Claus act for his kids.

Some of the fellows may be wondering by this time why I am plastering the story of "The Great Glynn" over all this space. I'm no press agent for the kid. To me—not that I'm such a hell of a guy myself—Jerry's just another good smart pro, and that's why he's a story. He is, to my way of thinking, a representative specimen of the type of younger pro by whom the newer recruits in pro golf ranks may be judged correctly; a worker who is using his head to offset the traditional handicap of short season and other reputed drawbacks of the profession. These boys are making their own performances as busi-

Golf..

Now is the time to get the much needed golf instruction you wished for all summer. Two new nets have been installed in the Gymnasium on the fourth floor for lessons and practice. Jerry Glynn of Barrington Hills Country Club is our new Professional, and he will be very happy to take care of members and their guests.

Ladies should arrange for their lessons in the morning.

"Jerry" carries a very complete line of imported and domestic clubs, also bags, balls and accessories. Let him help you with your Christmas shopping. Golf is his business. He knows best what a golfer wants and should have. Call on him.

A few lessons from "Jerry" during the winter months will reduce your game ten strokes or more for next season.



Don't overlook the New Years Eve Celebration. Dec. 31st.

Dr. Wm. E. Coon,
 Chairman, Golf Committee

This card, sent out by the Lake Shore A. C. golf committee, brought Glynn a crowded schedule of instruction.

ness men substantial spurs to the pro cause just as their elders have done in establishing lasting standards of integrity, sportsmanship and service of the heart and hand to the game.

The happy combination of solid and successful veterans and live kids who are carrying on the work is an alliance that constitutes one of golf's prime assets. When you hear that a pro career is a dubious choice, this team proves otherwise.