

good. He carries a fine stock of sports hosiery, headwear and gloves and is constantly reordering. He does a highly profitable golf shoe business.

Members can charge or pay cash at the shop. Jock, Jr. does his own collecting. Last year he didn't lose a penny in bad accounts.

The Hutchison boy has an excellent assistant in Francis (Curley) Williamson. They run the shop end of the business on the platform that selling service at a pro-shop should be one of the valuable features of club membership. The members are not high-pressured to buy. They're told, discreetly, what will help them. Women who are new to the game, and children, have low priced clubs in the Hutchison stock fitted to them with as much care as received by those whose game warrants more expensive equipment.

Club Has Full Calendar

There is a lot of club tournament interest at Forest Hills. From 130 to 170 play on Ladies' Day. There are two or three twilight mixed foursomes each summer month, with a 50 cent entry fee for the team. Husband and wife cannot be on the same team. The entry fee is spent on prizes. Half the field gets prizes. From 80 to 120 enter these events.

Hutchison puts on Saturday and Sunday A.M. blind bogeys and raffles. He says he might be able to run more of these things but he doesn't want to overdo them. After all, the idea is to encourage low cost and interesting competition and the competitors have to play with clubs and balls which Hutch, Jr. has for sale in his shop.

The rain jacket business is something else young Jock has promoted. He's sold a lot of them, and of everything else. Business is well ahead of last year even though the course was closed for two weeks by heavy spring rains.

One of the great helps to the young fellow in developing his job has been the cordial interest and cooperation of Andy Gillett, course supt. at the club. Gillett has done grand work in getting the course in condition and enjoys a deserved close acquaintanceship with directors and members. He began plugging for the new pro when young Jock got on the job, and as in every other club, the cooperation of a veteran employee smoothed over many a rough spot.

A rough spot that greeted young Jock soon after he got the Forest Hills job

was a caddie strike. The kids went out on a Ladies' Day. Hutchison explained the situation to the women and they caddied for themselves. The strike ended the next day.

Since that time Hutchison has devoted considerable attention to caddie recruiting, training and supervision. This year he found the PGA caddie educational charts extremely helpful. The caddies as yet haven't voted Young Hutch in as America's sweetheart but they are respectful and very much on the job. In fact the caddying job done at Forest Hills is about as good as you'll find at any club in any city. The kids seem to realize they're in the army now.

By easing around and visiting with all the members who come to the club Hutchison has built his lesson business until it includes about 90% of the members. Approximately half of them are steady pupils. Jock, Jr. runs free classes for members' kids each Saturday morning.

The young man is handling his job like it's a real business and not simply a pleasant way of making money by playing golf.

Patty Berg Turns Pro to Plug Women's Play

PATTY BERG, 1938 Women's National champion, runner-up in 1937 and 1935, and winner of numerous regional titles, has turned pro to represent the Wilson Sporting Goods Co. in a promotional capacity.

Patty's work will be mainly among students at girls' schools and among girl members of the larger industrial and commercial employees' organizations. Later her field will be enlarged to educational work with women and girls groups as features of municipal golf programs.

Out of 60 fast-field tournaments in which Patty played she was winner of 29, runner-up in 14 and semi-finalist in 4. She was medalist in 30 of the events. As team-mates on the Wilson women's promotional staff Patty has Helen Hicks Harb, Opal Hill and Helen Dettweiler.

Miss Berg made her pro debut at a lunch given by L. B. Icely, Wilson president. She told officials of women's and men's pro and amateur golf associations and newspapermen present of her ambition in extending women's golf play.