

Patty's Pep Great Aid to Pros in Developing Golf's Market

Many are the compliments handed out to home-club and tournament pros but as promoters of the game many of the fellows will award top honors for energy and enthusiasm to a freckle-faced gal who at 28 has been serving as a pro 7 years. She is Patty Berg, Wilson's touring lady ambassador, who would consider it a novelty indeed to even spend Christmas in her own home.

Right now Patty's on a golf promotion tour—which isn't a great deal different than any other period since she came out of the Marine Corps, or in the years preceding the war.

Patty's company never has questioned the value of its investment in her. And it's high time golf was recognizing the benefits she has contributed for free.

Her value to the pro has been tremendous. She has given one demonstration after another for the past few years. She has attended every clinic throughout the nation that her travels will permit. These have reached every type of club from the haughty to the cow-pastures, that she could possibly work into her itinerary. These have included new clinics, established clinics and such matters as Nick Kahler's celebrated Sportsmen's Show.

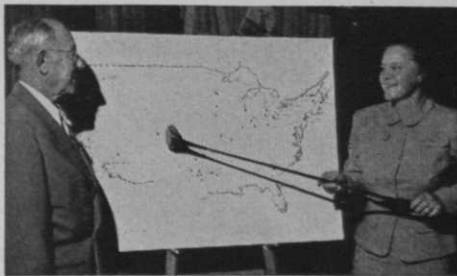
As a result, last year alone she must have traveled at least 20,000 miles as she spun from coast-to-coast and border-to-border. Few states missed receiving a call by Patty in 1946.

Every time she whipped out her clubs, she sold golf to a new following and thereby furnished potential customers to the pros. Not only the women followed every move of her clinics and demonstrations, but there were plenty of the gents around too.

Probably her greatest job of selling golf in 1946 occurred in Maine. She spent considerable time up in the state made famous by its political trend and picturesque out-of-doors. It was there that she was involved in her first plane accident, but went on with the show just the same. And it was there that she probably encountered the heaviest rain storm to which she was subjected in 1946. Needless to say, she played through it all.

"Why shouldn't I," is Patty's only rejoinder, "the folks wanted the match and walked every step of it too."

It must have been a tribute to Patty that they all remained at the end of play and asked question upon question in the open forum as the sheets of rain continued to blanket the 18th green.



Patty Berg shows Wallie Robb of Wilson's route she travelled in 1946 promotion.

The lovable redhead especially enjoyed teaming with pros and playing before their homefolks. When she paid her first visit to Detroit, she played with Sam Byrd and Horton Smith. And on her numerous visits to her home office in Chicago she found time to play with Elmer Schacht, Joe Paletti, Jack Drucker and many others.

In the midst of her travels, it was Patty's job to sandwich in her own tournament play. She opened up by figuring in titles along the Pacific Coast at San Mateo and Pebble Beach.

When she hit the big tournaments, her travels began to tell. She battled back from being 4-down at the end of the first 18 to move ahead of Louise Suggs 2-up with 4 holes to go in the final of the Western Women's over Des Moines' rolling Wauconda club. But the strain told. Louise won the title 2-up.

You couldn't get the word from Patty, but the knee which had plagued her since the automobile accident which she suffered with Helen Dettweiler was troubling her every step. Her first job in the morning and her last in the evening was a thorough massaging application.

She was still worrying about a temperamental putter as she opened defense of her Tam O'Shanter crown and it wasn't until her tournament climax of the season that she really hit her top form in winning the Women's National Open in Spokane, Wash.

Still, Patty doesn't measure her success these days in trophies. "When I open my clinic or demonstration, most of the folks refer to me as 'Miss Berg,'" she tells. "But, if, by the time it is over, all of them aren't calling me 'Patty' I would feel that I failed in my mission of promoting the game of golf."

Maybe that's the reason she can qualify in any headline writer's requirements as just plain Patty.