

Front Cover: 8th green at Pebble Beach (Del Monte, Calif.) during the final match in the USGA Amateur Championship.

Julian P. Graham photo

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MURPHY, MASTER MERCHANT

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present estimate of most of us and it is responding quickly to smart development work.

Here at Glen Oaks we have something new in the way of storing clubs. We have built an addition to the pro shop to store the women's clubs. Like most other clubs, we have a full quota of men's clubs and needed the addition which we reserved for the fairer sex.

We have a considerable number of new junior players and their clubs are stored with the women's. In addition, we have had junior classes, which operate at our new driving range, one of the finest in the East. It might be interesting to note that one of the juniors, "Cooky" Swift, won the Metropolitan junior championship at Cedar Creek club at Glen Cove. She, incidentally, is a protegee of my brother, Ed (Senator) Murphy.

As you perhaps know, Glen Oaks led the entire country in raising funds for the Red Cross, USO and the other service organizations. That's something else to be borne in mind by all pros, whether they are younger fellows who were in military service this time or men who were too old for active service this time. The club established itself as an active community factor during the war and the pro, along with his members, realized that his responsibilities ex-

tended even further than providing thorough and competent service to his members. He had to participate in community service and contributed to that work his capacity for developing an extension of club spirit.

We are seeing at Glen Oaks an unprecedented demand for lessons. I have added to my staff Pete Burke, brother of Billy, ex national open champion. I am sure that now, more than ever before, it is essential that the head pro have on his staff the best possible teaching assistants as it is utterly impossible for the head pro to care for all the teaching along with his numerous other important duties.

Most of us had to learn the hard way about caring for our members' needs of equipment during the war. There never was a wartime shortage of clubs or balls at Glen Oaks or at Lakeville which I operated during the war years. In fact during those years I went out of my way to assist other professionals who were not as fortunate as I in having equipment.

I learned something from them, and I hope that there was something they were able to learn from me, as all of us are in a business that is growing so rapidly and presenting so many new problems along with new opportunities we'd all better exchange experiences to promote the general good of pro golf.