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all the golf world might see that here is a pro who knows his business. You just can't get around facts.

No, you certainly cannot get around facts. We pros, as a class, can't get around the fact that we have allowed the merchandising plum to slip through our fingers simply because we have been too indolent and cocksure of ourselves to look in a mirror and recognize what we see there. And the manufacturers can't get around the fact that they, in their eagerness to get profits, overstepped themselves. And when the thing kicked back at them they retreated to the wholesale—wholesale exit—only to find it was not an exit, after all.

Would such an educational program assure us that every man emerging therefrom be competent and a credit to our profession? Certainly not. Such an assumption would be asinine. If a man is not endowed with good old-fashioned guts, education is merely a horse for him to ride—and fall off of.

It all boils down to an application of sound business principles. In a recent conversation with one of the best informed figures in the golf industry, he said:

"The pros are worried so much about running the manufacturers' business and the manufacturers are worried so damn much about running the pros business that in my opinion both of them have neglected to realize that it is the ordinary player who runs the whole show."

We had all better get that latter fact firmly in our heads—and now! And the sooner the pros convince the manufacturers that we have reformed, reconnoitered and regenerated, the sooner the manufacturers will reciprocate by tossing the golf merchandise market back where it belongs—In the the pro-shop!

Tom McNamara, Veteran Pro, Dies at Age 57

TOM McNAMARA, one of the most widely known and beloved figures in pro golf, died suddenly at his home at Mount Vernon, N. Y., July 21. Tom was 57 at time of his death. He was born at Brookline, Mass., and in 1892 began caddyng at The Country Club, where his brother Dan was pro. Rapidly Tom devel-

oped as a golfer and became the first of the great home-bred players. He was second to George Sargent in the 1909 National Open at Englewood, second to Johnny McDermott in the 1912 Open at the Country Club of Buffalo, and second to Jerry Travers in the 1915 Open at Baltusrol. In the National Opens of 1909 and 1912 he broke 70, being the first man to accomplish the feat in the major U. S. tournament. He was the first American pro to qualify for the British Open.

Became Pro at 17

Tom broke in as a pro in New Hampshire when he was 17 years old, then served several clubs in the Boston district as pro. He was in Houston, Texas, several winters as the Country Club's pro. Tom won innumerable regional tournaments from fast fields. In 1921 he shot 58 at Southbridge, Mass., over a course that was far from a set-up.

In 1913 he became Wright & Ditson's sports goods manager at Boston. After three years in this capacity he went to New York to manage Wanamaker's wholesale golf dept. In 1921 he became one of the founders of Holmac, Inc. In 1924 he joined the Wilson Sporting Goods Co. as field representative and was an active, valuable member of that organization until the day of his death. Tom is survived by his widow, Mrs. Mary E. McNamara; five sons, Thomas, jr., Edward, Paul, James and Leo, and a daughter, Mary.

Services were held at Sacred Heart church, Mount Vernon, July 24. When news of Tom's death was received during the Western Open Championship the Medinah Country Club's flag was lowered to half-mast. McNamara won this championship in 1915.

Tom was a kindly man. Time without number he went far out of his way to encourage, aid and counsel some pro, young or old, native or foreign born, when that fellow was in dire need of a wise, true friend. Thrice disappointed when golf's foremost playing honor slipped away from him, Tom never showed the slightest sign of souring. He was a quiet, helpful philosopher who knew the business of golf, the game of golf, the spirit of golf, and of all these, the hearts of men.

He was a fellow we'll all miss; even those in golf who never met him. May his fine soul rest in peace.

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