

they want to learn. But while they're learning, they want to relax, to get away from their hum-drum lives for an hour or so."

To a pro beginning such a venture, Geoghegan advises him to make all the personal appearances possible. "Television," he says, "is the thing. Had it not been for TV, I would never have been able to sell myself to the public. And that's the problem—selling yourself. TV is simply the best way of doing this."

Because he knows that publicity is the keystone of promotion, Geoghegan makes himself available for any and all banquets and country club affairs. In this respect, he is the George Jessel of golf, master of the rare roast beef and the lively anecdote.

Considering the fact that Geoghegan's home club, Crestmont, has 250 active members, it seems logical that he is quite willing to help other pros steal his techniques in the showman-promotion field, extracurricular as it is. He employs 8 assistants. Geoghegan has been 8 years at Crestmont, having come from Wethersfield CC, near Hartford, Conn., and is now additionally golf coach at Seton Hall College.

Previous to his present tent-show variety of school, Geoghegan ran a Barnum-like clinic at Newark Airport driving range which was televised throughout the Metropolitan area.

In his present activity, Geoghegan finds that veterans groups comprise 75 per cent of his business time. He attempts to stress junior golf as much as possible. Some of the other diversified groups he has instructed include adult recreation programs, civic recreation departments, the YMCA, civic clubs, Knights of Columbus, Jewish Community Center, Bell Telephone, Chase Brass, the Masons, Rotary, Kiwanis, Optimists Club, and Parent-Teachers associations.

Golf Club Manufacturers Report Sales for 1953

Figures submitted to the member companies of the National Association of Golf Club Manufacturers show a total of 3,372,601 golf clubs sold during the period from November 1, 1952 to October 31, 1953. Of this total 2,340,645 were irons and 1,031,956 were woods.

This compares with a total of 3,067,470 clubs reported sold during the corresponding period in 1952 ending October 31.

Members of the Association anticipate a good year in 1954 and indicate that they are prepared to fill their customers' requirements promptly.

Senior Pros Have Biggest Meeting at Dunedin

More than 400 professionals, the majority of them seniors, gathered at the PGA National Golf Course, Dunedin, Fla., late in January with the Seniors' championship being the main feature of the program.

A field of 150, including those qualified in PGA Senior sectional qualifying rounds and having expenses paid by Teacher's Scotch elixir, competed in the championship, played after this issue of GOLFDOM went to press. Details will appear in March GOLFDOM.

Hugh Bancroft, Tulsa, was elected PGA Senior pres., to succeed Otto Hardt. A curtain-raiser for the 54-hole championship included a pro-pro best ball event won by Col. Buffalo Bill Jelliffe, Denver; Elwin Nagell, Buffalo; Mike Murra, Wichita; and Harry Moffitt, Toledo, with 31-34, against 72 par. A stroke behind were Mortie Dutra, Los Angeles; Bill Lock, Dearborn, Mich.; Eddie McElligott, Great Bend, Ks., and Ernie Newnham, Portland, Me.

Numerous manufacturers and pro sales representatives exhibited during the conclave and a clinic including Betsy Rawls and Betty McKinnon was conducted among the other features.

The United States Rubber Co. put on its big annual dinner with a capacity crowd of almost 400 stoking themselves with man-sized tender steaks, seeing and hearing a movie review of Notre Dame's 1953 football season highlights presented by line coach Bob McBride, and getting the first view of the new U. S. diamond mesh ball. John Sproul, US Rubber executive gave an interesting explanation of the selling and performance features of the new ball, and George McCarthy, golf ball sales mgr. for U.S. reached oratorical heights with his concluding remark "Give me the tab."

Roland Teacher, head of the distilling firm which Fred Corcoran got to pay expenses for seniors who qualified sectionally for the championship, and who will pay expenses of the winner to meet the top man of British senior pros, flew in from Glasgow to attend the championship.

The PGA course was in fine condition and Leo O'Grady and his staff received many compliments for achieving an operating status of which the pros could be proud, and which certainly eased a tense, critical situation in the PGA.