

standing of turf problems. It is entirely possible that it may also help to strengthen the position of the golf course supt. as the professional man which he is.

### Trick Shot Artist, Paul Hahn To Star in Movie Short



Paul Hahn, trick shot artist, has been made the star of a Grantland Rice Sport-light film to be released through Paramount Pictures.

Aside from its entertainment value, the film should be helpful for duffers for it carries a distinct clinical flavor. Hahn first exhibits fine classic form, the aim of every golfer, and then refutes his own arguments with the aid of artificial and physical liabilities without sacrificing either distance or control. To the spectator, the performance pins good golf down to timing and coordination. It is an entertaining film for golfers and non-golfers alike.

Everything said about pro shop merchandising adds up to the pro answering "how can I get this golfer using something that will give him (or her) more pleasure out of the game at a price that really is a bargain in enjoyment?"

—Maurie Wells  
Professional, Cascade CC  
Grand Rapids, Mich.

### Eric Cremin's "Par Golf" Clear Picture Teaching

Eric Cremin, Australian pro star, has produced "Par Golf", published by Angus & Robertson Ltd., Sydney, Australia. American agents are Anglobooks, 55 E. Washington st., Chicago. Cremin is a sound player. His text is brief and to the point and clear. A good part of the instruction is done by exceptionally clear and informative action pictures. The photography is exact, with the lens being at a spot where the ball shows accurately its position with respect to the feet.

A feature of the book is some instruc-

tion and illustrations for left-handers. Cremin played both left-handed and right-handed before settling on right-handed.

### Golf Club Manufacturers Report Total Sales

Figures submitted by the member companies of the National Association of Golf Club Manufacturers show a total of 3,067,470 clubs sold between November 1, 1951 and October 31, 1952. Of this total 2,138,529 were irons and 928,941 were woods.

This compares with a total of 3,371,631 clubs reported sold for the previous corresponding period ending October 31, 1951.

Member companies of the Association anticipate an increase in sales volume for 1953 and indicate they will be in a position to take care of their customers' requirements.

### UNIVERSAL'S NEW TROPHY BOOK

Available for club events chairmen and pros is the new 60 page trophy catalog of Universal Sports and Awards, 515 S. Wabash, Chicago 5, Ill., the largest and most complete they've ever published. 1500 items are shown, including trophies, cups, plaques, medals, etc., with many newly designed models. Several pages are devoted to economy award items with the complete line embracing a wide range of prices. Catalog upon request.



### VICTOR EAST WITH FAWICK FLEXI-GRIP COMPANY



J. Victor East

J. Victor East with a background of 50 years of research, design and sales experience in golf joins the Fawick Flexi-Grip Co. of Akron, Ohio as director of golf research and promotion, it has been announced by Exec. VP James Karns.

Recently retired with Wilson Sporting Goods Co. after an 11 year association East previously had held an important position with Spalding and during 1922 and 1923 manufactured golf clubs in his own business in North Carolina.

An outstanding competitor in his play-