

IMPORTANT REMINDER: *For every Pro-*

who

is on the lookout for new ways in which to serve his golfers as an authority on golf and golf merchandise...

who

knows his players will impulsively spend thousands of dollars — away from the pro shop — on Christmas gifts that will fall far short of pleasing, IF he doesn't promote gift buying at his Pro Shop...

who

recognizes his responsibility as a golf gift authority at Christmas — when his players need expert guidance most...

who

wants his golfers to do their Christmas gift shopping with the same confidence and assurance they've learned to associate with their Pro Shop...

**Be sure your golfers get your
personalized copies of**

Christmas Shopping at Your Pro Shop

early . . .

Get started on that EXTRA Christmas business promotion now . . .

Use the order card enclosed with this issue of *Golfdom* — TODAY

24-Hour Day Too Short

(Continued from page 46)

Hope, Jack Benny, Danny Kaye, Randolph Scott, Clark Gable and Fred Astaire.

Bob Hope probably took more golf lessons from Fazio than from any other pro. "But don't say I taught Bob Hope to play golf," he corrects you. "He can do anything well. I think he had the most studious approach to the game of any man I taught. He tackles golf like Einstein tackled the theory of relativity. He has a terrific analytical mind and he grasps things very quickly."

After his West Coast experience, Fazio came east to be closer to his family. He is married to the former Mary Galie. They have a married daughter, Rosalie and two grandchildren. Fazio also wanted to be closer to his father, Vincent, who is now 88. The elder Fazio used to be a golfer but has not played in recent years.

Auto Agency Interest

In 1948 Fazio went into the steel business at Conshohocken, Pa., and later opened a Ford agency, in which he still retains an interest. In 1950 he went to Woodmont CC in Washington. For a couple of years in the 50's, Fazio was a consultant to the city of Philadelphia on its public golf courses, working with Garry Renn, superintendent of the system.

Fazio doesn't get much time for tournament play any more, but he has been in some stiff competition in his many years as a pro. He beat Dick Metz to win the Canadian Open in 1946 at Montreal. He included a 63 in his rounds in the Western Open at Davenport, Iowa. He shot a 287 in the Open at Merion in 1950 but lost to Ben Hogan in a playoff. He had tied with Hogan and Lloyd Mangrum. That was the year that Hogan made his famed comeback.

How does it feel to play with the great stars and yet today get little opportunity for tournament play? "I have no regrets," says Fazio. "My present activities keep me busy enough. As a pro I had an opportunity to meet some fine people. Golf gave me great opportunities."

PGA Seniors Golf Film

American's senior pro golfers are the stars of a recently produced golf film, "The PGA Seniors' Championship." The black and white, 16 mm sound film, 28 minutes in length, was produced by Wm. Teacher & Sons, Ltd., Glasgow, Scotland, distillers.