LOOKIN' GOOD: Actually real good, are the newest shirts from PGA-Victor. Take, for example, the vertical stripe golf shirt ($13.50), shown here, of 100 per cent Durene cotton with solid knit stoll collar and four button placket. It will prompt an extra wow—that’s sharp! reaction from your pro shop clientele, for sure. But PGA didn’t stop with stripes, or the choice of many, many sun-bright solids. No, they went on to design a wheel-pattern—an exclusive with PGA—knit shirt ($15), shown here. The shirt has the look and feel of a doubleknit, yet is proven on closer observation) a single knit with lots of air space, giving the wearer a cool shirt for summer golf, a warm shirt for breezy days. And if the buyer is looking for style, this PGA shirt has that too—note the fused collar which will maintain a continental look even after several wearings. Summed up: Ryder Cup Fashions by PGA are in a word—great!

ON THE MOVE: Can’t keep that Dick Berman and his super-exciting Quantum! line still . . . they’re off to new showrooms at 1411 Broadway and to quote Dick, “Come on over sometime, the new resort/holiday golf and tennis lines are in, ready and selling like hot-cakes!”

GOING BACK: Way back to the classic look for fall's golfers, with the ol’ stand-by, the V-neck, buttoned cardigan. The sweaters are such a hot selling item pro shop-wise that one of the pros’ best (and better priced) friends, Parker of Vienna, has now come out with a moderately priced version of the classic alpaca cardigan ($25, women; $30, men); just like those fancy alpacas they’ve done so well with for many golfing years . . .

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BLAZE AWAY: Blazers are catching on fashion fire in the pro shops this coming season, so fast, in fact, that manufacturers are having a tough time keeping the orders down to a low roar! Hottest numbers: Icod Ltd.’s 100 per cent Dacron polyester knit, semi-constructed blazers tailored handsomely with single center back vent, front flap pockets, wide, soft lapels. Sure to catch on—the tartan plaids ($90), seersuckers ($85) and full range of vibrant solids ($85), shown here . . .

AND, AND, AND: Seen around 7th Avenue lately after a whirlwind tour of the European sportswear market is Eric Jacobson, golfwear designer for David Smith. “How was Europe?” GOLFDOM asked enviously. “Fine, really fine . . . and I’m back with many exciting ideas for my spring ‘71 line.” One among them: a denim golf skirt Eric is doing with gingham golf appliqué and matching gingham blouse . . . While back at Evan-Picone, designer Frank Smith is hoping to catch the fancy of the aprés golf audience with women’s velvet blazers; they’re smashing! . . . Not to be forgotten, Proette, whose new designer Joan Entin is planning a well edited line: “few pieces, yet lots of variety in fabrics and colors” . . . And it’s print knits, even in women’s golf jackets, to come at CoberKnit, where “no two prints are alike; each one is exciting, special and has its very own look,” according to owner and partner Ken Shorenstein . . .

* * *

PRO’S PAR

JEAN CONLON

WRAP’EM UP: “And I’ll take them, Mr. Pro, one golf scarf in each color: blue/lavender and pink/yellow!” The perfect golf accessory, this 27-inch square silk blend twill scarf ($7), shown here, with a colorful golf motif. Perfect for tying back wind blown hair on those gusty fairways, perfect gift item for the pro to stock year-round in his pro shop, created especially for you, Mrs. Golfer, by Sport Scarves, Inc. . . .

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