



On the Professional Side

**Tiger Tones Are Warming Up!
Hot Pinks Are Cooling Off!**

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Fashion experts at the leading mills almost unanimously agree that in 1962 there will be increasing interest in Tiger tones (light orange, burnt orange, tangerine), in more blue (British, Aztec, Tahoe, Gendarme and Turquoise, and in off-white ivory tones. The hot pink is cooling off. Golf fashions, of course, will reflect the new trends.

Pros will have this working in their favor: Male players will dress better than they did last year, and 1961 was a year to remember because men generally looked smarter and sharper playing golf than they ever had before. Let's say they suddenly became aware of the fact that proper golf garb is important.

That Feminine Influence

Probably that was due to the strong influence that normally well dressed women players have on the game.

The taste of many golfers reflects the Continental flair with narrow lines but not the extreme "drain-pipe" model slacks that restrict freedom of motion. At DiFinini we have found a happy compromise in one-pleat "Trim Golfer" slack that has received wide acceptance. More muscular

players, however, still prefer the traditional two-pleat, but it has been tapered down by most manufacturers.

As for the ladies, coordinated styles were the thing in 1961. Bermuda shorts with blouses or shirts to match were tremendously popular. There probably won't be too much of a deviation from this trend this year and so it behooves pros to keep the matching styles in mind when ordering women's sportswear.

The coordinated style for men also is going to have some impact. Probably not to the extent that it does for women, but, nevertheless, it is something to think about. We are going on a limited program of coordinating slacks with our new Playpar shorts — not exact



Semi-tapered women's slacks are coordinated with a cotton roll-up sleeve style blouse. The male model's slacks are coordinated with a cotton knit shirt.

matches but color blends about two tones apart. Advance customer interest dictates this.

There's another trend, too, that has become apparent in the last year or two. Sportswear is becoming such an important seller in pro shops that more and more manufacturers are aiming directly, sometimes exclusively, at the pro department.