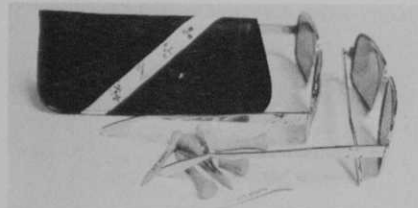


**SIGN IN:** For a day of golf wearing *Renauld's* insignia sunglasses (\$10 with carrying case), shown here, anybody can play like a pro. The sporty frames with status golf stick insignia come in gold or gunmetal with polarized lenses in gray or bronze. They're a great way to reduce all that reflected sunny glare.



\* \* \*

**EITHER OR:** Both solids and herringbone are *the* favorites in golf sweaters, slacks, jackets and sport coats by *Bernhard Altmann* for *Spalding*. Why not take the entire collection in *Spalding's* exclusive nine color selection? And, while you're at it, mix 'em up and match 'em up for with-it pro shop merchandising.



**ARNIE'S AGE:** Once again, Arnold Palmer comes out the winner, this time 'round in a new line of *Arnold Palmer Slacks* by *Shelby* (a division of *Robert Bruce*), shown here. It's a total knit look with the Dacron polyester doubleknit slacks designed to coordinate with the sweaters and golf shirts. Best of the lot: solids (\$25) in 12 smashing colors, checks (\$25) in blue, navy, brown, red, plus more, and the golf jean (\$22.50) with white top stitching. All cut in stylish taste with a gentleman's flare.

# pro's par

By JEAN CONLON



**IN PRINT:** Headlining the women's golfwear news these days is *CoberKnit's* 100 per cent nylon golf jacket (\$19), shown here. And just to give the pro's buying life a bit of variety, *CoberKnit* does this water repellent, wash and drip dry jacket in 75 different assorted prints. So Mr. Pro . . . select away!

\* \* \*

**IT'S BEGINNING TO LOOK A LOT LIKE CHRISTMAS:** And what could be a better pro shop fashion item than *Puritan's* sweater and shirt ensemble? They're all packaged up nice 'n Christmas-y for nice 'n easy pro shop merchandising. Shown here, Dacron and cotton long pointed collar shirt of no-iron fabric with color blending U-neck sweater (\$20, the set).



**BOTTOMS UP-TOP:** Right at the waist is where the action is at *Thomson Trousers*, where their newest golf slack (\$30), shown here, has "cumbertop" Ban-Rol extension waistband. *Thomson's* VP, Herb Cohen, is predicting that the white doubleknit trousers of 100 per cent Fortrel polyester with contrasting waistband in choice of red or blue will be the pro's top selling number this year.

\* \* \*

**DID YOU HEAR???** That *David H. Smith, Inc.*, has appointed Leonard F. Wirtz director of their pro shop division, heading all aspects of sales to pro shops . . . that *Leon Levin* has an exciting group of 18-inch length skirts in *Trevira* polyester knits and *Klopman* polyester prints, plus they, like many of their 7th Ave. cohorts, are going the way of good (imported, in *Levin's* case) Dacron and cotton seersuckers . . . that an "exclusive golf shop in an exclusive community in Florida" is looking for a manager (exclusive, too, we presume), according to a recent *Women's Wear Daily* ad . . . that the status of status luggage makers *Vuitton* has a golf bag for a mere \$375, and not-to-be outdone *Gucci* has a golf club carrier at \$110 (is that a bargain?) plus four club covers at \$35, for the set—natch! . . . and that, speaking of status, 7th Ave.'s multi-award winning designer, *Anne Klein*, has a new line of golf, boating, skiing and tennis wear, all created under her new label—*Super Sports* (editor's note: loved everything we saw, *Anne*, and wish you much luck with your latest fashion venture) . . . and, and, and . . . □