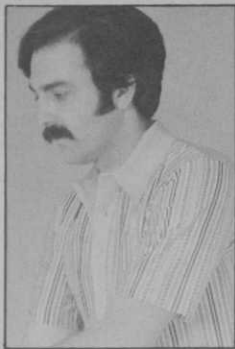
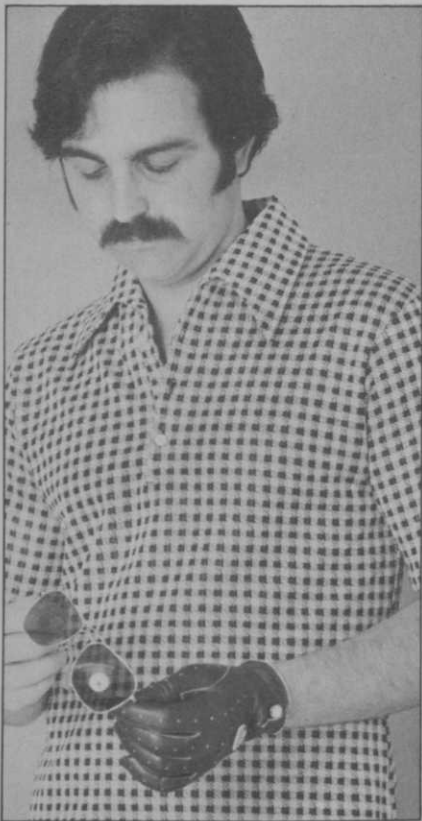


**LOOKIN'**

**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



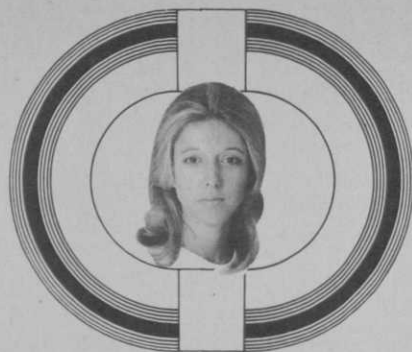
Barbara Waterston



Barbara Waterston

(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!

\* \* \*



**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.* . . .



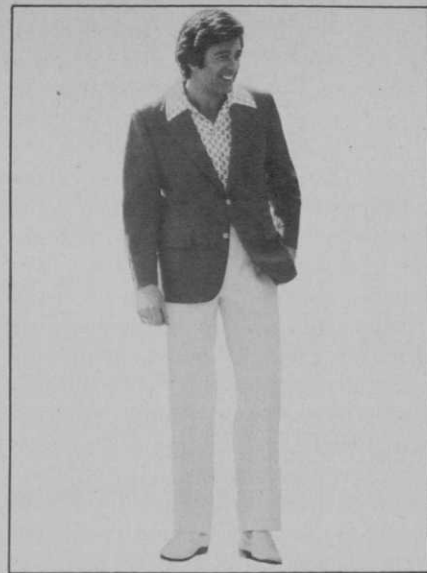
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**ON THE MOVE:** Can't keep that Dick Berman and his super-exciting *Quantum!* line still . . . they're off to new showrooms at 1411 Broadway and to quote Dick, "Come on over sometime; the new resort/holiday golf and tennis lines are in, ready and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

\* \* \*



**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: *Izod 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 après 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 Shorestein . . . □