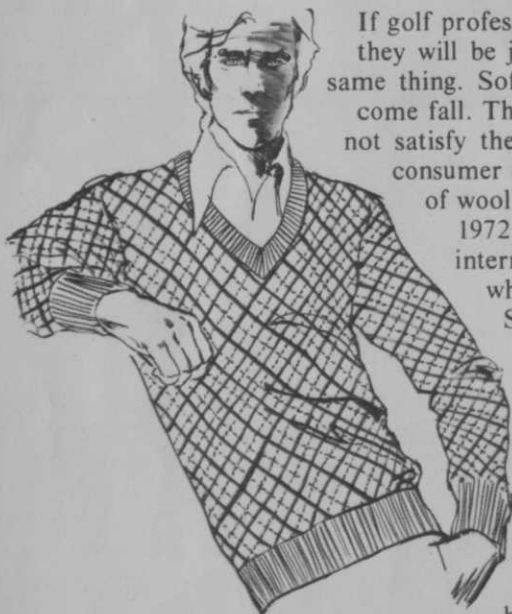


pro's par

by JEAN CONLON

MORE ON FALL FASHIONS . . . GOLFDOM's preseason shopping last month for fall fashion items in the golf industry went on and on. Our editors did not know where to start looking since there are so many exciting designs now being produced for pro shop distribution this fall. Then, once out in the 7th Avenue market, we did not know where to stop, the never-ending fashion manufacturers always ready with just "one more." So we've decided to carry the Pro's Par of last month over into this month, once again previewing for the golf professionals the active sports-wear fashions being shown now in showrooms for fall delivery to pro shops.

ALL ILLUSTRATIONS BY
VIRGINIA TERLEMEZIAN

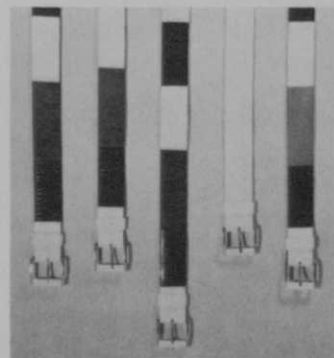


If golf professionals begin to complain about the escalating prices of golfwear, they will be joining the thousands of department store buyers shocked by the same thing. Softgood prices have risen, noticeably so, and will be rising again come fall. The reason, according to the Wool Bureau is basic: the supply cannot satisfy the demand, especially this winter when there will be an expected consumer demand for natural fibers, primarily wool. The mill consumption of wool has had a 4 per cent increase all over the world between 1971 and 1972. But, unfortunately, production has declined 2 per cent. Actually, international mill production has been declining since 1969, which is why fashion prices today are up so sharply. Wool costs in the United States have increased because of both the decline in production and the dollar devaluation. Such financial insecurity has caused the price of natural fibers to escalate from supplier to mill, from mill to manufacturer, from manufacturer to consumer. Within these guidelines, costs will continue to grow, making natural fibers infinitely more valuable, as they become far more in demand. Although consumer buying of natural fibers appears to be increasing from every market indication, pro shop buyers can serve their customers by stocking softgood items made with man-made fibers. The wholesale buyer will then be able to keep the ultimate retail price reasonable. A perfect ex-

ample of "reasonable pricing" is the IZOD, LTD., sweater, shown here, which retails for \$20. It is made of 100 per cent acrylic and is an easy care item for the active sportsman. Merely throw the soiled sweater in a washing machine and tumble dry. It will retain its color, shape and style. Maybe that's the answer: going back to synthetics to keep wholesale and retail shopping within budget reason. . . .

FOOT-JOY is calling a match play! They have come up with some very snappy belts, shown here, to be a color coordinated accessory matched up with the famous Foot-Joy golf shoes. The designers have combined patent and leather into one handsomely tailored look. The color combinations available: brown patent, blue patent and washable leather; black patent, gray patent and white washable leather; blue patent, red patent and white washable leather; white patent and white washable leather; brown patent, beige patent, beige patent and white washable leather. All belts are

packaged singly in even sizes 32, 34, 36, 38, 42 and 44. Each has a suggested retail of \$20. (The professional, however, may want to cash in on a buyers bargain: the wholesale price per belt for orders under six units is \$11 each, but the price drops \$1 a belt on orders for more than six belts.)



It's no secret anymore . . . the golf industry has been seen courting the tennis world lately. Even the old line golf manufacturers known for promoting "golf-only," have opened their houses to welcome the fastest growing sport, tennis. One such manufacturer, DIFINI ORIGINALS, has put in its latest line—a tennis sweater set, shown here, which will please any fashion conscious pro shop customer. The set has a full fashioned cardigan with white body and V-neck. It can be worn over a matching V-neck shell. Both sweaters are made of 100 per cent Ban-Lon are machine washable and are packaged together for easy merchandising. The suggested retail, per set: \$28.

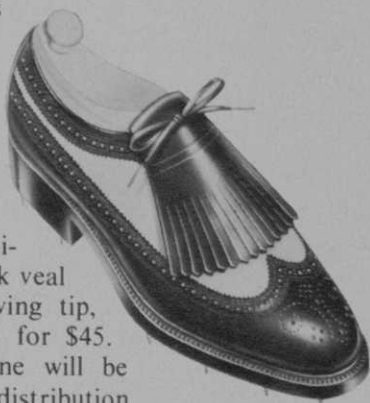


SPORT SCARVES, INC., has come out with two new style scarves for the golfer. One has a repeat pattern of golf balls and tees, shown here, and is available in three color combinations: red/white/blue, royal blue/mint and black/white. The other scarf has an abstract design of a golf course. It shows fairways, roughs and greens in shades of greens, blues and purple. Both scarves are 27 inches



square and are made of 100 per cent silk with hand-rolled hems. Suggested retail: \$7.

SCHOLL, the exercise sandal manufacturer has come out with a very, comfortable golf shoe. They will be showing three styles for fall, each available in A to E widths. There's the solid sporty style in brown, fully leather lined with kiltie tie closing, a wing tip black golf shoe with decorative perforations and shawl tongue, and the snappiest of the lot, the black veal and white Corfam wing tip, shown here, to retail for \$45. The entire, *Copeg* line will be available for pro shop distribution to professionals.



The PARKER GOLF GLOVE line for fall has two outstanding styles: *The American Gripper* for men golfers (illustration, top) and *The Lady Parker* for women (illustration, bottom). Both styles have Velcro back-of-the-hand, adjustable fastener, a ball marker snap closing at wrist, with perforated fingers for air circulation. All the Parker Gloves are made of European leathers in a wide variety of colors: yellow, green, tan, red, navy, light blue, white, black and beige for the men; white, pink, light blue, lime, yellow and black for the ladies. Other Parker styles that will interest pro shop customers: *The Shorty*—a fingerless glove designed for the golfer who prefers lighter comfort yet needs the sure grip of a leather palm; and the *Parker Junior*—a glove designed for the younger golfer with features that include soft, durable palm leather, a stretch nylon, ventilated back in a full range of assorted colors.



When you think H.D. LEE you think slacks with a crisp, neat look of texturized polyester doubleknit. And, after seeing the new *Lee Pro-Line* turtlenecks in last month's GOLFDOM Pro's Par column, you might also associate the Lee Company with sweaters. However, do you know anything about Lee's knit shirts? Well, they're winners, alright, and should make as much of an impact on the pro shop industry as did their golf slacks and sweaters. Lee's Jim Londerholm tells us that their fall '73 shirt line has been greatly expanded to include six styles for easy coordination with the rest of the Pro-Line. Sizes are S, M, L, XL. Prices range from \$8 to \$13.50. Some styles are of 50 per cent Dacron 50 per cent polyester; others, are 100 per cent cotton or 100 per cent Durene cotton. There's a variety of solids, stripes, houndstooth checks and Monterey paisley.

The *Hathaway Golf Classic* line for fall includes two styles of sweaters both designed under Jack Nicklaus' direction. He was consulted step-by-step by HATHAWAY's designer, Arnold Havig. The resulting styles are sweaters guaranteed for their comfort and action fit. The glen plaids run \$27.50, the solids, \$25. Both patterns and textured solids are of acrylic doubleknit. And for mild fall days there's a solid long sleeve coat shirt that buttons all the way down the front. The shirt retails for \$21 and is available in eight colors: camel, yellow, aubergine, navy, red, white, green and brown. □