

# AFTER THE ROUND...

the golfer likes to slip into a sport jacket or blazer that has color and style. For golf shops that do a volume slack business, the sport jacket is a natural. One complements the other in building sales. Golf professionals who do not carry sport jackets should take a hard look at this big ticket profit area. And the view is good for '74, with a great selection of imaginative designs that permits the golfer to display his individuality.

by DICK FARLEY FASHION DIRECTOR



Bill's navy leisure jacket (left) is 100% polyester, about \$36 by E.J. MANLEY.  
Mac's patch madras jacket (right) of 100% cotton is by CRICKETEER, about \$75.

PHOTOGRAPHS BY JERRY ABRAMOWITZ



Bill (left) wears a yellow and white houndstooth sport jacket of 100% texturized polyester, about \$100 by IZOD. Suzanne is attired in a lemon/orange/white giant plaid blazer of 100% Dacron polyester doubleknit, about \$56 by HAYMAKER. Mac's sport jacket (right) is a red and blue plaid on white ground of 100% texturized polyester, about \$90 from John Weitz by PALM BEACH.

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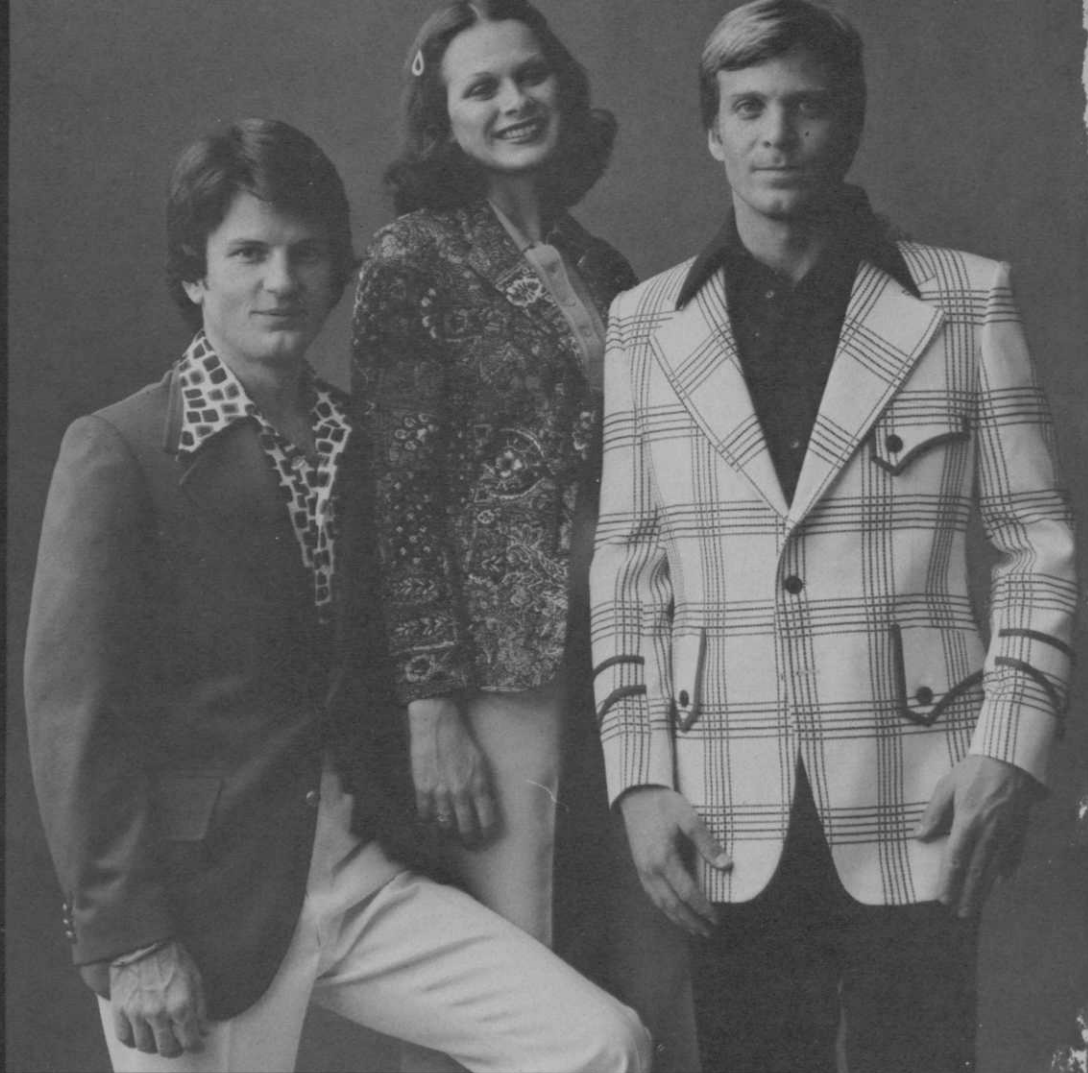
Mac (left) is wearing pink and white pincord safari suit of 65% polyester/35% cotton, about \$90 by BARACUTA. Susanne's white cord blazer with patch pockets is Trevira polyester knit, about \$70 by HADLEY. Bill's claret plaid sport coat (right) is 100% polyester, about \$100 by Bernhard Altmann for SPALDING.

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Mac's flag red sport jacket (left) is 100% polyester gabardine, by JANTZEN, about \$70. Susanne's blazer is a tan batik print of 100% cotton, about \$56 by EVAN-PICONE. Bill's California look (right) by VARELA in blue and white is 100% virgin wool, about \$225.



Bill (left) wears a burgundy and gray plaid linen weave sport jacket of 100% texturized polyester, about \$115 by ESQUIRE. Mac (right) has a solid green traditional blazer in 50% polyester-50% cotton, about \$65 by AUSTIN HILL.

