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.

continued
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.
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.