



DICK FARLEY

MERCHANDISE AND MARKET TRENDS

Hart Schaffner & Marx designed these slacks for their spring '74 Jack Nicklaus tournament slack collection. Modeled by the Golden Bear himself at the Doral Eastern Open, the slacks feature an extension waistband for easy movement. Slanted-top pockets keep the styling neat. Made of texturized Dacron polyester, the slacks retail for \$29.95. Nicklaus also models this after-golf sports jacket for Hart Schaffner & Marx. Appearing in their fall '74 Jack Nicklaus collection, the coat is texturized polyester, which keeps its shape without being strait-laced. It features two-button styling with flap pockets and a center vent and retails for \$135.



Foot-Joy has a suggestion for those golfers who want to put their best foot forward. A combination of leather and patent, the newest style from Foot-Joy goes the shield tip one better. It is a twin pointed shield-tip blucher model. Styled on the Plymouth last, the shoe is comfortably equipped with a foam

innersole and leather lining. It bears the prestigious FJ insignia. Spikes are of tungsten carbide. The shoe is available for pro shops now and retails for about \$58.



Pendleton Woolen Mills is showing handsome sweaters for golfers to wear this summer and fall. The classic links stitch sweater of 50 per cent wool/50 per cent alpaca in V-neck cardigan or pullover is still a golf favorite. Another sweater for wearing on cool days during or after a game is a fine-woven doubleknit from the Sir Pendleton line. This sweater could also serve as a jacket, with its stand-up collar, straight hip-length body and button cuffs. Pendleton designers think sweater colors this fall will be subdued, browns and beiges predominating. Being a vertical operation, with their own sheep ranches in the Pacific Northwest, Pendleton is not too concerned about the current scarcity of natural fibers. But even this company finds it difficult to maintain production commensurate with the demand for their woolsens.

Palm Beach Company reports record earnings in 1973. Its annual level of shipments was up 32 per cent from 1972. Net earnings for 1973 were \$2,932,000 compared to \$1,502,000 for 1972. Jay Shaw, vice president of sales for Palm Beach, attributes the

increase to the "trio concept" in sales. The idea is a simple one: sell a sports jacket with matching slacks, plus a second coordinating pair of slacks for more casual wear. For Palm Beach, this concept has been a winner.

A golf jacket is a golf jacket is a . . . very utilitarian garment that nobody looks at twice. But **London Fog** has a fall jacket that combines practicality with distinctive styling. Called the Crosby, it is a 65 per cent Dacron polyester/35 per cent cotton blend. It is fully-lined for frosty weather with Orlon acrylic pile and has satin sleeve lining. Single-breasted with a zip-front, it features a contrasting pile collar. The sleeves are set-in with a contrasting knit cuff. Front shape panels with saddle stitching complete the smooth line. Vertical welt pockets and zip breast pockets again combine the practical with the fashionable. Handy for toting tees and ball markers. The jacket comes in navy and natural and retails for \$55.

