

# Golfwear pipeline

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For the second year, the recent PGA Merchandise Show (and its exhibitors) had to contend with unusual Florida weather . . . rain and floods the first day, frosty temperatures the following days, and constant wind that shook the exhibition tent, and those in it. But even with the weather problems, this year's show pulled through as the biggest and best yet. Those who visited Palm Beach Gardens during those four days in January liked what they saw.

Almost 125 exhibitors with 190 booths displayed their apparel and equipment to the visiting public and club professionals from throughout the country.

The apparel manufacturers are producing the best looking golf lines ever, while keeping in mind the needs of the golfer. The classic styles are still with us, but many new approaches are being tried.

A tour of the big tent and visits to all the exhibits found everyone vigorously working on their lines for newer and better items . . . Parker of Vienna now produces its sweaters in 89 colors (that's eighty-nine, in case you thought it was an error) . . . Edmont-Hill has a winter golf glove; the back side is wool, the palm side leather . . . Croston and Carr have put a piping of contrasting color on the breast pocket of their blazers . . . Lady Manhattan's line features poor boy shirts for spring in light cotton that is very airy . . . Annie Laurie makes a cute ladies' belt of imported embroidered ribbons and hats trimmed to match . . . Trousers by Newman, whose new distributor is Green Tee Associates, is

showing "plus-fours" and "plus-twos" in solid linens and well-balanced plaids . . . Gino Paoli added golf socks to the line, more skirts and a new color—Summer Kelly Green.

DiFini is featuring more "no pleat" slacks for men in iridescent fabrics, and plain front models with multi-colored double ring belts. The color trend is darker, with medium tones favored. In men's shirts, there are several styles of open mesh golf shirts in Durene cotton, silky pebbly weave Banlon mesh and Boucle weave cotton.

For the ladies, DiFini has put greater emphasis on coordinated styles and features all tailored Bermuda shorts with matching tops. There are more items of stretch materials, which are being increasingly accepted. Their new style golf skirts, with kick pleats in the front and back, are available in both traditional length and short California length. Keeping the needs of the golfer in mind, they have a Lady Plus line for the gal who no longer fits into her high school sweater.

Haymaker for ladies is emphasizing light shades of green and pastels, with a large selection of skirts and culottes of varying lengths. Sleeveless shells of Helanca stretch and boys' polo style shirts in cotton add to the new look.

Izod boasts a personalized club shirt on which the club crest can be embroidered. Short sleeve stripped velours for summer in v-, crew, henley and boat necks are featured, and a new style slack, now sporting tie silk belts of handsome color combinations. •