

# *Around the fashion*

*This preview of Golf Magazine's exclusive forecast  
spotlights the trends in the pro shop's most  
increasingly profitable operation.*

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THERE are so many new trends in golf apparel this year, there should be no trouble stocking the shop with interesting and exciting merchandise. The fashions featured on the next four pages represent a sampling of what will be presented in the April issue of GOLF MAGAZINE as the forecast of the new trends in design and color for golf wear. Men's wear revives a classic item with modern form and content—knickers. Once heavy, floppy and uncomfortably warm, the “plus-fours” and increasingly popular “plus-tvos” are now more tailored, and manufactured with a blend of lightweight fabrics that stretch and breathe. In some cases, the knee buckles have been replaced by stretch bottoms, which keep the knickers in place. Always popular among the older golfers, this style is being picked up by the younger set, which favors the lighter colors and attractive plaids and checks. Slacks are also trimmer and appear in fabrics made of the miracle fibers of Arnel, Dacron and Fortrel. The standard v-neck cardigans are still the most popular sweaters, but loose-fitting pullovers have gained acceptance, particularly short-sleeved sweaters (another new trend). Women's golf wear has finally taken on its own look. Gone are the days of imitating the men's fashions—the gals can be as feminine on as well as off the course. Let's hope it stays that way. This is the year of the skirt—in every conceivable length, shape, color and fabric. The best design for the year is the culotte that never reveals its true identity until vigorous action is taken because the split is hidden by extra large pleats, buttons or zippers. Knit tops appear in many styles. In addition to the traditional placket golf shirt, there are v-necks, boat necks and poor boys, in color coordinated stripes and solids. And speaking of color, this year's move is to the more subtle shades of yellow, green and blue. Maize is popular among the men, with women favoring gold. Spring shades of green and various degrees of blue are found in most lines. •

# course in '66

Right, cotton velour shirt with henley neck, contrasting trim, Sportswear by Revere (\$8.95), checked slack of Dacron polyester and cotton by Corbin (about \$18), Etonic shoes (\$42.50).



Left, v-neck shirt of Banlon, by Etonic (\$3.95), homespun skirt in raspberry sherbert, fabric of Dacron polyester and cotton, Etonic by Harburt (\$12.95). Right, shirt of Arnel stabilized knit (\$8), rayon scottin culotte (\$12), both Golf-A-Rounds by Louise Suggs.



*fashion course* Continued

Man's alpaca cardigan by Parker of Vienna (\$45), open mesh shirt of Durene, by Duofold (\$6.50), slack of Arnel triacetate and rayon, Esquire Sportswear (\$16.95), Etonic shoes (\$42.50), Acushnet glove. Ladies' alpaca cardigan by Parker of Vienna (\$55), cotton seersucker shirt, Gant Shirtmakers (\$7.50), culotte by McMullen (\$12), Etonic shoes (\$22.95), Bonnie Doon socks.





White square neck alpaca sweater by Parker of Vienna (\$55), Hathaway Club tapered shirt (\$8), Arnel triacetate Arnold Palmer slacks by Sunstate (\$14.95), Foot-Joy shoes (\$42.50), Ben Hogan glove. Hip-rider A-line skirt (\$18), jacket (\$35), candy stripe shirt (\$15) and matching socks (\$3.50), complete outfit 100% wool by Geist & Geist, shoes by Lazy-Bones (about \$17).

## fashion course

Continued

Right, Lemmer-Mayer alpaca cardigan; terry shirt, Etonic by Damon (\$7.95), "plus-twos" of Dacron and linen by Newman (\$22.50), Arnold Palmer hose by Kayser-Roth, Pro-Shu shoes. Right, navy knit by Gant (\$7.50), "plus-twos" of Fortrel and cotton, Trousers by Newman (about \$18.95). Etonic shoes (\$39.95).



Left, cardigan of mohair and wool, Gary Player Sportswear by Puritan (\$22), Arnold Palmer mock turtleneck shirt by Robert Bruce, 100% Supima cotton durene, short sleeve, open cuff (\$5), DiFinì slacks.