

Glancing at golfwear

By JOYCE HAKLAR

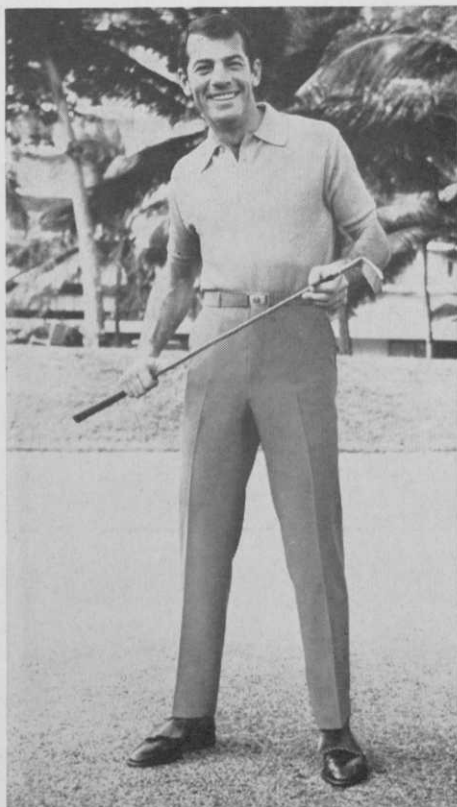
Golf / Golfdom fashion editor

The New England P.G.A. Golf Exhibit at the Staler Hilton, Boston, last month once again proved to be one of the largest shows in selling volume for a one-day show . . . And it didn't even run its full day . . . Although the exhibit was to have been open until 6 p.m., competition from another golfing group—Nicklaus, Jacobs and Brewer—dispersed the crowd at 5 to every available TV set for the Masters playoff.

The *Kimberton Co.*, formerly The Bartholomew Co. of Chester Springs, Pa., is featuring a new fan flair skirt . . . The design is unique and should be well-accepted by the ladies . . . The skirt is a wrap around, pleated, buttons down the front and the waist band is a draw string . . . It can be folded on its pleats and packs small enough to fit in a glove compartment or golf bag . . . The item is available in madras, thai cloth and denim . . . Kimberton also manufactures a select line of men's and ladies' club emblem shirts.

The *First Flight Co.* recently signed contracts with *Manhattan Shirt Co.* and *Asher Slack Co.* to represent both manufacturers in pro shops . . . Manhattan produces a full line of men's and ladies' sports apparel and Asher manufactures Gary Player golf slacks (see photo).

Jaymar-Ruby, men's slack manufacturer of Michigan City, Ind., has named the following five new sales representatives: Philip Schaeffer, New York state exclusive of Metropolitan New York City area; Steve P. Hair, Washington, Oregon and Western Idaho; Sherman A. Klein, metropolitan Los Angeles and adjacent cities; Louis J. Mele, California from Bakersfield south with the exception of metropolitan Los Angeles; and James A. Suzewits, area of Wisconsin, Illinois, Kentucky and Tennessee.



The use of synthetics in golfwear can now cover the golfer from head to toe. Above is a shirt of Orlon, Gary Player slacks by Asher of Dacron and Orlon, and Etonic shoes of man-made Corfam.

Charles A. Eaton Co. of Brockton, Mass., will be sole distributor for the *Palm Beach Co.* in pro shops, according to Chuck Cummings, vice-president, sales . . . Etonic features a vast line of men's and ladies' golf shoes, street shoes for men, sweaters and shirts for men and Etonic by Harburt apparel for ladies. •