

Sizing up golfwear

By VINCENT PASTENA

Golf / Golfdom fashion editor

Fall 1967 will be a fashion season of revivals and repeats with new and refreshing twists. The total look continues to be an important concept, but this fall each item of apparel has the strength of design to stand on its own as well as being a harmonizing part of an outfit.

Knitwear will make the biggest fashion statement this fall. Last year's sweaters, which were highly dependent on color while styling was understated almost to the point of nonexistence, give way to this year's "Big Ones"—big in stitch, pattern, styling and color. A major revival in knitwear is the bulky sweater (called the "jumbo" or "big stitch" look this time around). But don't fear — these aren't the sweaters of some seasons ago that practically made you slump under their weight. Through new knit techniques and fiber blends, the 1967 versions, and particularly those for golf, have all the look of volume and heartiness of their predecessors but *without* the weight.

Illusion, in fact, plays an important part in sweater design this year. Those who prefer the light and easy feel of a flat knit, for instance, can still enjoy it and have this fall's look of bulk. This is achieved in men's sweaters through the addition of cables and other raised patterns on the solid flat knits. In women's sweaters, multi-colored jaquard knit patterns create a similar effect.

With the continuation of the layered look, sweater fronts make fashion news this fall. Everything from bold plaid woven fronts for active wear to suede and even velvet for apres golf will be in evidence. One of the smartest items in this

group is the lofty-chenille-front sweater with double-knit sleeves, back and mock-turtle bib. It cleverly combines the layered and big stitch looks.

The popularity of the layered look on the golf course also has stimulated a greater use of inserts — full turtle, mock turtle and placket-front bibs set into V-necks. The full or fold-over turtle neck and the crew neck will gain new favor this fall.

In combination — a crew-neck sweater with a turtle-neck insert — they become a new addition to the layered look. The cowl neck (a controlled version, not the enormous yoke type) is the distaff answer to the turtle neck in men's sweaters. This stand-up neckline encircling, but not hugging, the neck presents a more flattering look for ladies. A cowl-neck shell worn beneath a long V-front, double-breasted cardigan is one of the smartest looks for golfing women this fall, particularly when both items are knitted of Shetland wool.

Another entry for ladies will be the belted sweater. This is part of the trend toward definition of the feminine waistline. Many of these sweaters again feature the cowl neck.

In both men's slacks and women's skirts and culottes, pattern and texture are major concerns. Big windowpane plaids will be favored in slacks and skirts this fall for their clear definition of color and pattern. For texture, twills will be new leaders in men's slacks as well as hopsackings. Both have the rugged quality to balance this fall's bulkier

continued on page 43

GOLFDOM

FALL FASHIONS

continued from page 40

sweaters. The ladies will favor "horse blanket" fabrics in plaids and heather tones for skirts and culottes or—for this year's newest sensation—the culotte dress.

And, if you thought knickers were only for men of daring—what about the kilts which will be introduced for fall?

With the slack interest in pattern and texture, there is a noticeable trend away from unusual pocket treatments and a return to on-seam, eighth-, quarter- and half-top pockets. Furthermore, belt loops are narrower since the demise of the "Mod" influence.

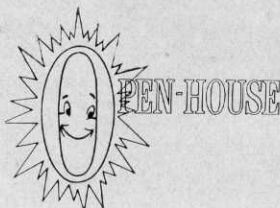
Although the A-line will continue as the popular silhouette in skirts for women, watch for the dirndl, a fuller skirt featuring a wide waistband that places new emphasis on the waistline.

Even socks will move away from the solid look to bold primitive, tattersall and check patterns.

A quick glance at manufacturers' fall

lines shows *DiFinì* placing emphasis on the layered look with the "Sorrento," an Italian V-neck sweater featuring a striped mock-turtle bib, "alpaca knit" front and flat knit back and sleeves . . . *Gino Paoli* favors the coordinated look of the ladies' "Match" cardigan or "Sport" pullover teamed with a blouse and bottom dyed to match the trim on the sweaters . . . *Leonardo Strassi* brings the lofty look of a chenille-front sweater to the course this fall . . . *Parker of Vienna* emphasizes pattern and color in a stripe mitered-front pullover of alpaca . . . *Haymaker* moves away from the conventional tawny colors of fall to brilliant coordinated outfits with boldly patterned blouses . . . *Evan-Picone* puts the accent on feminine waistlines with belted sweaters and dirndl skirts, and favors curry and chrome yellow for fall colors . . . *Damon* likes the look of hand-fashioned cable patterns on double knit sweaters . . . *Etonic* also uses cables in accent colors down either side of a cardigan. •

The Manufacturer of



introduces two NEW models for Golf Course use.

Model #400 DELUXE is a 5' x 6'8" x 6'8" Sales Center. Complete with awning counter, 1/2" thick waterproof plywood floor with skids and self-cleaning casters, 10" x 58" shelf, 24" x 48" peg board, operating glass window and double entrance doors. Model #400 STANDARD has same features minus the awning and counter. Modular add-on sections are available to increase the size of the basic unit. The handsome "V" GROOVE interlocking panels allows for easy erection and extra strength! The finish is white baked enamel with galvanized no-rust angle supports.

The low price will surprise you. Write for literature.

INTERNATIONAL EQUIPMENT DIVISION

THE WILL-BURT COMPANY

ORRVILLE, OHIO 44667 • PHONE (216) 682-7015

For more information circle number 211 on card