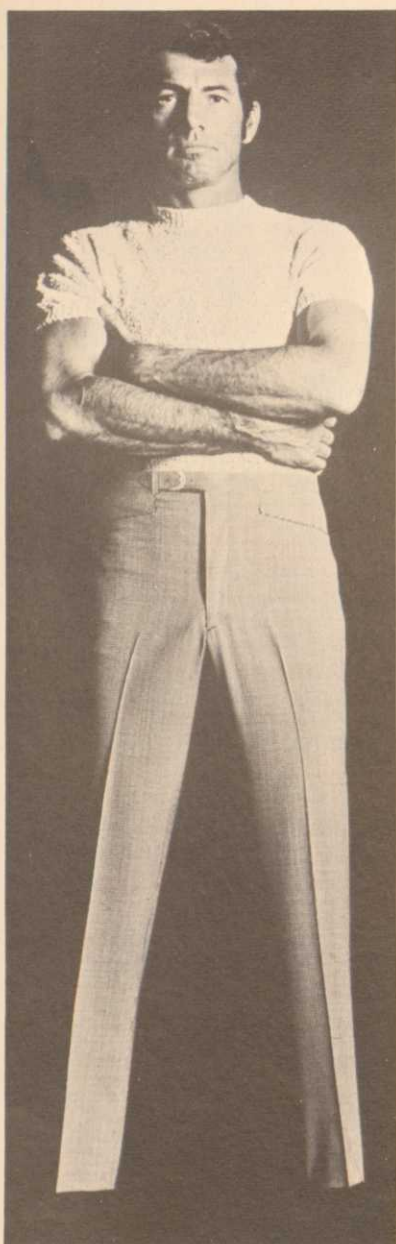


'69 FASHION PREVIEW

by **Barbi Zinner** Fashion Editor

Texture, stretch and colors will make the profit picture for the club pro



Attention is on details in slacks. Haggard places self belts off to the side; adds slanting Western pockets.

"The early bird gets the worm," and this year golfwear buyers, who have already begun ordering for their resort and spring racks, know that the "worm" is a delightfully refreshing and imaginative array of new golf clothes. For these club pros as well as those who are ready to embark on the buying game, there appears below a helpful guideline to the positive trends in resort/spring '69 golfwear. A partial list of manufacturers with highlights of their lines—both new and trend-following. (Prices are suggested retail.)

Because some lines were not ready for viewing by deadline, a follow-up article that will include a forecast and suggestions for spring/summer '69, will be run in the January issue of GOLFDOM.

Texture, stretch and color provide the big stories for golfwear '69. Knits, which guarantee the necessary stretch for active sportswear, yet insure neatness, should be closely watched. They are invading the men's slack market in such force that it will be hard to believe at next season's end that knit slacks hardly existed last year. Washables are everywhere and now include many boucle and alpaca golf sweaters. Soil resistant coatings are being added to many of the new fabrics, and buyers should look for a label indicating this treatment.

Color charts are overflowing. Red, white and blue is not losing its impact even in an overworked Olympic and election year, and this combination looks promisingly big for next spring. Yellows are bold and bright. Greens and reds and oranges are clear. Rhubarb is coming on strong for those men too timid for the vivacious pinks. Apricot and peach join the standard pastels. The browns have subsided a little (probably until next fall), but appear gaily with black in patterns. Watch for white. Long a tradition on the tennis court, it is invading the golf course. Stripes, checks and bold florals find their way into men's slacks where bold prints dominate—distinctive and refreshing.

Coordinating is a big and successful game with many of the man-

ufacturers. Color-keyed charts and special "programs" provide the club pro with helpful hints on buying and setting up stock as well as later-on suggestions for customer selling.

WITHIN THE LINES . . .

Gino Paoli offers a new dirndl skirt attached to a pair of shorts (\$23). The skirt is slit up the middle to the waistband and outlined in a contrasting color. As is usual at Gino Paoli, the skirt coordinates with a choice of blouses, a blazer, hat and gloves. All the over-the-head pull-on shirts at Gino Paoli have long back zippers (even the v-necks) for more convenient accessibility. Gingham is everywhere as the total look or just for trim. A short, pant jumpsuit covered by a wrap skirt (\$33) is a new idea and perhaps an answer to a game of golf followed by a set of tennis.

Koret of California has a separate resort line. Low, low hemline pockets on a culotte skirt (\$14) could be used advantageously in carrying a scorecard. White forms the background for a number of interesting prints at Koret.

Catalina, Inc. also has a separate resort line with strict emphasis on red, white and blue with a bright, clear yellow added for good measure. Catalina also shows knit tops textured in various patterns. V-neckline emphasis, important in the general fashion picture, but especially popular among golfers who like the freedom it allows, can be seen in this firm's vests, shirts and pull-over sweaters.

International Golf Accessories, distributors of Allen Solly shirts, has added to its collection a list cotton mesh golf shirt with the traditional placket collar and open sleeve. This shirt will be available in blue, citrus, orange, green and white. Merino wool turtle necks and cardigans in a multitude of colors have also been added to the line. New colors in both men's and ladies' shirts come up as citrus yellow, parakeet green and teal blue.

Country Club Sportswear has a new grouping of shirts of Trevira

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Green Tee is now swinging with Louise Suggs.

We are proud to announce that Green Tee will be representing Louise Suggs Sportswear in all the Pro Shops around the country.

The Louise Suggs line has been a leader in golf wear for many years. Because of its quality and exciting fashion, it's been a pace-setting seller. The line includes co-ordinated culottes, knit tops, jackets and play dresses.

In short, feminine apparel for the feminine golfer.

Green Tee Assoc.
309 Fifth Avenue
New York, New York

For more information circle number 162 on card

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(\$12-\$17) imported from Italy with an easy-to-care-for guarantee. Also from this company comes a choice of fine gauge, link stitch golf sweaters in Nomelle, Dupont's super acrylic fiber. These sweaters are programmed in five colors for men and women and join Country Club Sportswear's 22-color assortment of alpaca sweaters (\$30 men's, \$27.50 ladies'). For women alone is the new 100 per cent wool double knit, double breasted blazer in navy or white (\$30).

At DiFinì, newness takes off with the 100 per cent textured polyester knit pant (\$33). Also in the slack line is a 90 per cent wool and 10 per cent silk slack which must be felt to be appreciated. For women the silk sheen 100 per cent textured polyester skirt (\$14) and the stretch knit culotte (\$24) should not be overlooked. DiFinì reaffirms in its culottes the fresh look with a crisp dirndl print (\$15) and a gay pattern of marguerites

(\$16) with coordinated tops (\$5 and \$7, respectively). A DiFinì mock turtleneck in crepe polyester (\$10) follows the texture trend.

White Stag has an authentic golf ensemble with its "Fairway" jacket (\$24) and culotte (\$15) and matching shell (\$6). This is offered in plaid, one choice again being the classic red, white and blue. A pipestripe sleeveless knit bermuda dress (\$20) with a stretch mid-section makes an excellent golf dress allowing trimness with freedom of movement.

David Crystal's all-famous Lacoste shirt made into a dress, which took off in two styles with unprecedented success this year, will appear in 15 different styles (all \$30-\$36) for the '69 season. The dyes for these dresses include clear hues of aqua, azalea and a light violet called "pervanche."

From Haymaker comes a selection of pretty prints; among the most gay is a lemon yellow flower pattern in a skirt (\$14) and shirt (\$7.50) packaged with the traditional matching headband.

Izod has added slacks to its line. The broad stripes on the two-color plaids (\$27.50) are worthy of mention and a possible

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Color ranges will increase and styles will expand in '69. David Crystal offers the original Lacoste dress (right), in eight new colors. Gino Paoli (left) attaches shorts under a dirndl skirt with front slit for a new look; adds hat and golf glove, to coordinated outfit.



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indication of bolder prints to come. These slacks have self belts, western pockets and are washable. On the more conservative side, but in a wide and wild range of colors, is the new 100 per cent Dacron polyester double knit slack (\$27.50).

Botany also shows strength in its trousers for the golfer, especially with its knitted seersucker (\$20)—stretch and texture story combined. A rough textured linen weave (\$14) and a boucle polyester/rayon which assumes a metallic look in gold, blue or silver (\$20) also make interesting news. To be ordered in packaged groupings are "Flower Power" slacks (\$16) in wild colors and all screen printed in Japan.

Munsingwear, long a well-known name among golf shirt manufacturers, has entered the golf market

full force with their Grand-Slam coordinates. Besides the traditional shirts (\$5-\$10), this line consists of sweaters (\$15-\$25), slacks (\$15-\$17), walker shorts (\$10), jackets (\$12-\$17), and socks. There will be six slack models which will include side tabs, self belts or belt loops. Added to the permanent press pant is a Scotchgard "soil ban" protecting film. Within the golf jacket line will be a nylon shell (\$12). Imaginative in the Munsingwear shirt line is a Nehru collar with contrasting mock-turtle insert (\$6).

Damon has coordinated its line of imported knit sweaters and shirts with 10 new slacks. Among the most exciting are the broad, broad stripes (\$27.50) and window panes (\$30) and in the texture category the unusual cotton corduroy (\$30). Damon also has woven cotton as well as wool on a silk loom for a fabric smoothness to rival any new textured surface. In addition, the company has domestic cotton boucle sweat-

ers which fall into easy-to-order programs.

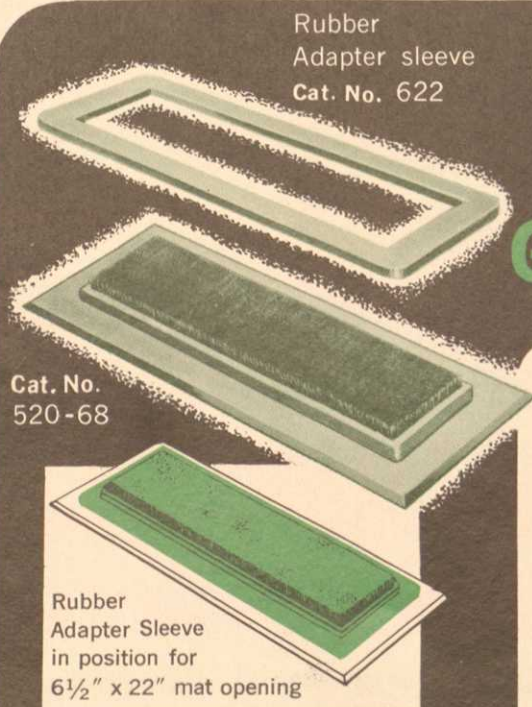
Francesca for Damon shows a group of knit dresses (\$75-\$200) which would add glamour and style to any shop. The pleated skirts could be used for active golfwear, but they are even more perfect for spectator and around-the-club wear. Many v-necks are in the line as well as a new two-pocketed jumper with arm holes extended to the waist and sold with white sweater blouse (\$95). Colors are clear and strong; they are completely coordinated.

Gilison Knitwear continues to show variety with color in its alpaca sweaters. Of new interest is a red peter-pan collar alpaca sweater for ladies (\$22). Ideal for comfortable golfing is the cardigan alpaca jacket for women with hemline reaching just below the waist (\$22).

From **David H. Smith** comes big plaids, clean prints and good detailing. In the Louise Suggs line fall several new golf jackets (ap-

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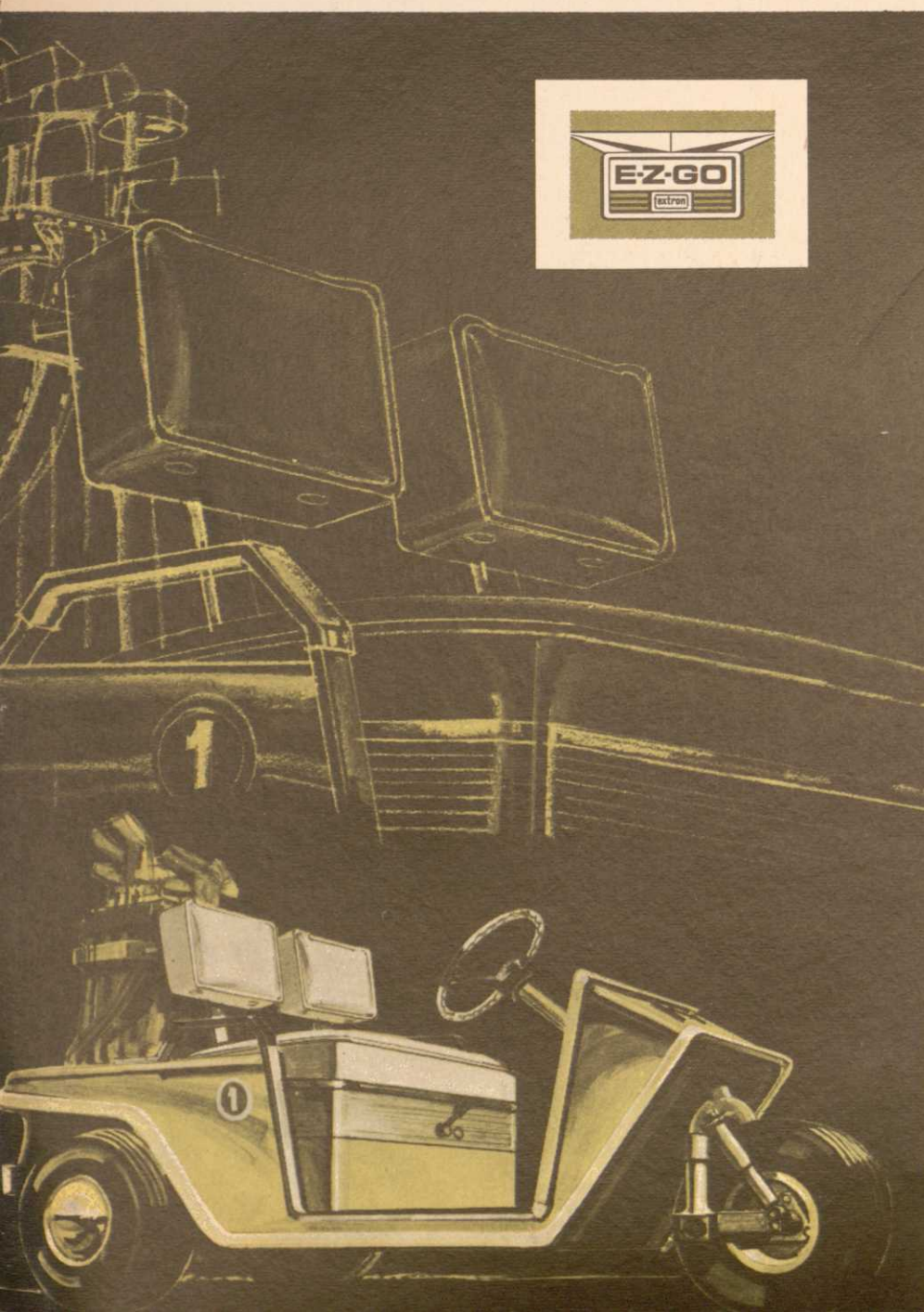
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proximately \$23) to match pocketed culottes (approximately \$18). The Smitty, a dress over shorts (sometimes attached, sometimes not), is offered in new styles for '69. Among the most interesting is a sculptured pique (again, the texture image) with a sailor top (\$27).

Varela out of Los Angeles, promotes the newness of white on the golf course with its white crepe pants (\$58). Hopsacking can also be found in the Varela line with colors true and varied.

From the Haggar Company comes the Expand-O-Matic slack made from 100 per cent Dacron polyester double knit (\$20). Haggar concentrates on the extension waistband and the buckle tab.

At Jockey Menswear, the dolman sleeve has been put to use in the golf shirt; there's one of 100 per cent textured acetate with thin vertical stripes (\$14). The cut of this sleeve lends itself to movement and should become a more common styling in golf shirts in the future. Some of Jockey's v-neck sweaters are made of Nomelle (\$17-\$18). A space dye pattern in a wintuk mock turtle-neck (\$10) is both new and a welcome variant among wintuk sweater wear. Jockey has expanded its nylon jacket line to include both taffeta and an oxford weave surface. Contrasting stripes are being used for novelty and design (\$11-\$12).

Kunik Kausals presents subtle notes of texture in a number of slacks. There is a thin stripe red, black, green or yellow on white (\$20). Strikingly patriotic and in keeping with the red, white and blue notes of the coming season is a gay floral print made into a pants skirt (\$13).

In the field of blazers, Mt. Royal will introduce a new jacket in a Dacron/wool combination in hopsacking. Also new in the line will be double breasted jackets.

Golf Crest has a 100 per cent wool knit sweater blazer—a jump

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\$2,989,000 was only a four per cent increase over the net income a year ago, and not a record high.

For the second quarter of 1968, Wilson reported earnings of 85 cents per average residual share, compared to 88 cents in the same period a year earlier; net sales of \$29,836,000 compared to \$27,041,000 in 1967, and net income, after tax surcharge \$2,046,000 as compared to \$2,105,000 last year.

Wilson declined to reveal details of its sales in the golf equipment field.

Golf car owners beware

When your homeowners insurance policy is renewed, under the comprehensive liability section of the newly revised policy, personal owners of golf cars that are operated on public roads will no longer have liability insurance coverage. In fact, liability coverage for this use on any recreational motor vehicle is excluded.

The only exception to this ex-

clusion is that liability coverage will apply for operations of any golf car while actually being used for golfing purposes. Coverage still applies on the named insured's premises but any other use away from that premises (other than on a golf course) must be covered under a separate contract for liability.

Futhermore, the revised homeowners policy will no longer afford direct damage coverage for golf cars. A floater policy will be required to protect against loss or damage to a personally owned golf car.

While these two important coverage revisions apply after Oct. 1, 1968, they do not affect a golf car owner until his present homeowners policy is renewed.

New rep, additional lines For Louise Suggs clothes

Green Tee Associates, New York, has announced that it will represent the Louise Suggs line

manufactured by the David H. Smith Co., for pro shops only.

Beginning with the 1969 spring fashions, the Louise Suggs line will have such innovations as a new construction in knit shirts, newly designed play dresses and new culottes—all tied together in color coordinated groups.

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to the use of knits and a perfect after-golf complement to the new knit slacks now on the market.

Croston and Carr, also blazer manufacturers, have added new colors to their line; among the most outstanding are a festive red and a rich forest green.

For complete addresses of the companies listed above and more information on their lines, write indicating the name of the manufacturer(s), to GOLFDOM Magazine, 235 East 45th Street, New York, New York 10017. □

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