

SPRING/SUMMER FASHION FORECAST

by Barbi Zinner

Polyester knits and wide range of colors generate excitement

From here, it looks like brisk sales for pro shops having the foresight to provide a wide variety of colors and to include polyester knits and patterned slacks in their regular stock.

The trends in resortwear highlighted in GOLFDOM's October/November issue are turning out to be accurate and worthy of serious consideration.

The color spectrum seems to be ever widening. But to ease the problem of selection, prearranged programs are increasing as an aid to the professional. These programs are often set up on large display cards with various color combinations suggested with actual fabric swatches.

In the midst of all the color news, manufacturers are not forgetting white, which seems to play a role in each line. There has been generally careful thought given to the see-through problem; where it exists, full linings are used.

Polyester knits, cautiously introduced in the fall of last year, have been enthusiastically received and anxiously picked up by many manufacturers. There is little doubt about the importance these knits will have in the market of the future. And considering polyesters' properties—stretch, washability and wrinkle resistance—there's even less doubt about its role in the golf industry.

MEN'S FASHIONS

With the new freedom in men's clothing, come psychedelic patterned slacks and trousers sporting large geometric prints and floral patterns, and many are

heading for the golf course. Many companies also are going in heavily on stripes, checks, tattersalls in large as well as mini versions. Shirts remain conservative for golf with the emphasis placed on wearability and fabric content rather than design innovations. The Nehru collar seems to be fading out, but the mock-turtle and placket collar are holding their own. There has been some re-introduction of the crew neck and the collarless placket. The raglan sleeve is making a definite appearance. Styling in pants shows almost a complete disappearance of the cuffed variety. The continental band with side tabs, extension belts or half belts can be seen almost everywhere. Although traditional side pockets are still being made, there is a stronger lean toward the western pocket.

WOMEN'S FASHIONS

In the women's market changes are more subtle. Greater attention is being placed on details, and the demands of golf are making their mark with towel rings and larger pockets (some placed on the outside can be removed after playing). A concentrated effort in the way of inverted pleats for comfort and moveability also seems to be underway. One-piece pants dresses seem to have finally made an impression and should be expected to give the traditional separates some competition. Fabrics boast easier-to-care-for instructions which shouldn't go unnoticed as these make good selling points later on.

With an eye toward summer

'69, GOLFDOM presents below a list of manufacturers servicing pro shops. This is a continuation of GOLFDOM's fashion forecast begun in the October/November, 1968 issue.

Leonardo Strassi leads off the season with a wider selection than ever before. Banlons are abundant with detailing playing a strong role. The look of texture makes its appearance in two Banlon shirts which feature puckered accordion pleats running down the front. Both have side buttons and come in kelly, ice blue, lime, melba and white. Retail price is \$17 each. New also at Strassi is an all-wool link stitch v-neck pullover with the v outlined and re-outlined in contrasting colors. Colors extend from flamingo to teal. The sweater retails for \$20. Another new item from the company is a 100 per cent wool short sleeved blazer. It comes in stripes of white and almost any color imaginable and is accompanied by two mockturtle dickies—one in the color of the stripe, the other in white. It retails for \$35.

Slack Fashions continues to coordinate slacks with Leonardo Strassi's sweaters. New in the line are 100 per cent Dacron knit slacks in candy stripes of red, blue, green, gold and black on white. These trousers sport a half-belt and western pockets. Retail price is \$22.50. Also new is an all wool tropical Italian import slack with a mohair luster in a rainbow of colors including lavender and lime. Details include western pockets and inside tab

Zippered polyester/cotton golf jacket (\$23) over matching culotte (\$19) and accented by Arnel sleeveless v-neck (\$10), one of a number of coordinated separates from David Smith. In background, an Alpinit wool doubleknit navy blazer (\$25)—one of 30 colors—from Gold Crest. Houndstooth trousers (\$58) by Varela Slacks. Mock-turtleneck (\$6) from Jockey Menswear. Hats by Ace (scarf added). Her glove, Promark Signature; his glove, Arnold Palmer.



PHOTOGRAPH BY ALEXIS WALDECK

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adjustments; retail is \$27.50. Slack Fashions' line still includes the 100 per cent two-ply Viscose rayon slack (\$20) with western pockets and side buckles in 15 colors.

Green Tee Associates is showing new items in all its lines. From McMullen comes a group of Dacron/cotton coordinates with a frosted look in yellow, pink, blue and green. The dirndl skirt (\$15), wrap skirt (\$17) and culotte (\$15) all have outside pockets. The bermuda shorts (\$13) have a sailor buttoned front. Accompanying these are frosted nylon shells in stripes and solids (\$11). There is a large cheerful plaid of yellow/blue and white; green/pink and white; yellow/green and white in the line. There is also an A-line of Kodol/cotton (\$15) tailored with a fly front zipper and no-waist waistband to eliminate binding. There are also Italian sleeveless and placket collared cotton lisle shirts (\$11) in a you-pick-the-color selection. From Greg Draddy comes the drop waist dress slit up the sides with pants attached. The back pocket is detachable and there's a towel ring. Some have cowl collars, others a placket; but all have long back zippers. There's a waffle pique to fall into the category of texture treatment in fabrics. All the dresses retail from \$30 to \$35. Also from Greg Draddy comes a double wrap culotte with shorts attached in window-pane plaid in red/blue; gray/white or brown/white (\$25). It has an outside pocket held closed by a tab. Again the no-waist waist treatment suggests comfort. New for men from Green Tee Associates is the H.I.S. line of slacks. The pre-cuffed (chino) comes in 13 colors and retails at \$8. The rest of the line includes window-panes and plaids in 50 per cent Fortel/50 per cent rayon (\$11) and includes a range of colors from rhubarb to pumpkin and teal. There are also trousers in no-sheen solids which include clear bright pink and bright yellow



Leonardo Strassi offers striped sweater blazer with interchangeable mock-turtle dickies.



Etonic shows a pants dress in its women's line; features western pockets on some of its men's slacks.

low (\$12) and mohair crepe (\$12). Colors run rampant from helio (purple) and pink to gunmetal (\$12). Both slacks contain 65 per cent rayon/27 per cent acetate/8 per cent mohair. There's a doe skin slack in off-white and apricot which retails at \$13. In the way of shirts, Marco Vello has a lisle cotton shirt with placket collar in wide or thin stripes to retail for \$10 and a mock-turtleneck to retail at \$7. In the Duca Di Siena line the sling placket shirt makes a new variance (\$10).

Etonic golf fashions from the Charles A. Eaton Company include a wealth of new items in the spring/summer line. For men there's a 50 per cent Dacron/50 per cent cotton permanent press, machine washable, pre-hemmed slack with adjustable side tabs and side pockets. Available in six colors, they retail from \$13 to \$16. Joining the ranks of stripes and tattersalls are trousers of 95 per cent Arnel triacetate/5 per cent cotton (\$18.95). The thin stripes on white are blue and black, gold and black, or mint green and black. The tattersalls have backgrounds of tan, gold or blue. Luxury trousers of wool and silk with full self-belt retail at \$32.50. Colors include silver gray and champagne. Etonic's walk shorts come in stripes, tattersalls and solids. Two styles are equipped with adjustable side tabs and a third with color coordinated ribbon belt. All are machine washable and retail for \$10.95. Shirt styles include the regular mock-turtle (\$6.95) and the one-and-three-quarter-inch mock-turtleneck (\$5) both in Dacron/cotton, the full turtleneck (\$6.95) in 100 per cent Durene cotton.

There's also a 100 per cent cotton mock-turtleneck (\$6.95) with raglan sleeves in contrasting color coordinated stripes of oyster/blue, oyster/gold, oyster/green, oyster/red/gold. In the placket collar models there's a 100 per cent texturized Antron/Banlon mesh "breathable" shirt (\$7.95) and the iridescent pebble stitch knit shirt (\$5.95) in Dacron/cotton, both with the embroidered gold cup emblem.

Etonic's women's line is new

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for the most part. The fully-lined kiltie culotte with back patch pocket comes in clear sunflower yellow, sailor blue, peach and avocado as well as white and buff. It retails for \$17. In the same colors with the addition of natural comes a Dacron/rayon/linen bermuda skirt with a hip

yoke and two dropped patch pockets. Retail is \$18. Biscayne plaids in sunflower yellow, avocado, apple melon (pink), and periwinkle blue all on white are used to make a golf jacket (\$14.95), culotte skirt with two side pockets (\$16), a pants dress with sport shirt collar (\$21), a pants skirt with back and front flaps (\$17) and an A-line skirt with fly front and tab styling (\$14), all in 75 per

cent Dacron/25 per cent cotton. Similar styles in addition to a kiltie skirt (\$17) and kiltie culotte (\$16) are offered in Montego plaids of avocado/sailor blue/gray/white and apple melon/taffy/gray/white and in a Montego windowpane check of red/white/blue. Double knits in 100 per cent Dacron appear in a pants skirt (\$17), slacks (\$21) and bermuda shorts (\$17), all of which come in mint green, sunflower, champagne, pink grapefruit and equator blue. There are shells and blouses to coordinate with the above separates.

Gino Paoli shows more and more color in its trousers for spring/summer '69. There are stripes and checks in a multitude of colors including red, burnish gold, blue. These in a polyester/cotton mixture have western pockets and side tabs. Retail is \$20 to \$25. The slacks coordinate with Gino Paoli's knitwear. There's a rainbow selection of colors in cotton and synthetic shirts (\$13 to \$18). Choose between open and closed sleeves, placket collar and mock-turtleneck. In the women's line, a 100 per cent polyester machine washable dress called The Traveler joins the knits to retail for \$30. Brand new from the company is a ladies' golf shoe. Called the Shu-Shu, the shoe is white and comes with seven snap-on kilties to coordinate with every outfit in the line. It retails for \$27.50. Speaking of coordination, don't overlook the coordinated ladies' gloves.

From Esquire comes slacks in gingham; candy stripes; and houndstooth prints. The western pocket and extension waistband are featured in most models. Combining the texture and color story are slacks in hopsacking which come in orange, lime, flag red, bermuda blue, tequila (rust) and gold (\$21.50). Fabric combinations include Dacron/wool; Arnel/rayon; Arnel/cotton and rayon/acetate.

Parker of Vienna is now coordinating an imported Italian slack line with its sweaters. The slacks come under the name of Cezar in three different models to feature

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the western pocket, half belt, self-fabric full belt and quarter top pocket. The worsted fabrics come in solids and small checks and stripes in as many as 20 colors. All the slacks are hand tailored and retail from \$35 up. Parker of Vienna is also showing Cezar's Saint Joseph sweaters in a flat double knit, 100 per cent wool v-neck pullover. These for men only, come in 30 colors and retail for \$35. The company's alpaca sweaters now include cardigans in Intarsia patterns of five to seven colors. These are \$60 and up. The line continues its v-neck cardigans and v-neck pull-overs available in 131 colors. Retail price is \$47.50 for both men's and women's.

Di Fini supports the turn to knits with its 100 per cent polyester dress. Available with a fashion collar or in a mock-turtleneck version, this sleeveless dress comes in the following six colors: skipper blue, white, mint, tan, gold, red. It's belted with a white web belt with leather stripping and buckle in the color of the dress. Retail price is \$25.

Pringle of Scotland has added new colors to its five basic hues. The colors, all bright, are blue, red, green and orange and come in the v-neck cashmere pullover and cardigan for men. Price is \$40.

Izod, Inc., offers a group of washable skirts in Dacron/cotton. The choice is yours in stripes (thick and thin) and solids, in crew necks, placket collars and mock-turtlenecks. Retail prices range from \$9 to \$12. There's a doubleknit Dacron slack with western pockets, side tabs and an extension waistband that retails for \$33 and comes in oyster, mint, orange, green, regatta blue, yellow and custard.

Haymaker uses a white background for a plaid with berry, gumdrop lemon or spice in Fortrel/cotton. Culottes (\$15), bermudas (\$12), slacks (\$15), b-skirt (\$15); all come with matching short sleeved or sleeveless nylon shells (\$7 to \$9) with mock-

turtle or scoop neckline. There's also a double knit slack (\$18), shorts (\$16) and culotte (\$22).

Palm Beach is now selling directly to the golf professional. Included in the line is a double-breasted, six-button men's sports coat in hopsacking. The coat is an Orlon/wool mixture and is available in frost tones in blue and green in addition to six other colors.

Austin Hill offers slacks in cricket stripes on a white flannel finish polyester/cotton. These have quarter top pockets and belt loops; are wash and wear. Retail price is \$16.95. There are also tattersalls and glen plaids in Fortrel/cotton at \$16.95. For the less conservative, *Austin Hill* offers print slacks in floral patterns and geometrics. Eight color patterns on rayon/polyester/flax are available. Slacks retail at \$21.95 and need not be ordered as an assorted group. New this year for the golf pro is the *Austin Hill* women's line. The look is tailored and traditional.

The entire line is wash and wear. There are small and large floral prints. Most of the A-line skirts and culottes retail for \$17.95; bermudas for \$13.95; slacks for \$16.95. Pocket treatment is given the same consideration as on men's slacks. Fly fronts are the closings on the pants. The culotte is treated with a culotte front but a skirt back. There are coordinating sleeveless tops with necklines varying from the v with piping to the tank top. Retail price is \$8.95 for the top in 100 per cent nylon mesh and \$5.95 for the all cotton.

Sahara offers a fully-lined, lightweight tropical all-wool slack this year to retail at \$36. California influence can be seen in the western pockets and side belt. A new large plaid in orange, red and brown comes in a polyester/wool mixture (\$36). From Italy, *Sahara* is offering an Egyptian cotton shirt (\$10.95 to \$12.95) in a mock-turtle or a full fashion placket collar with a 10½-inch open sleeve. The shirts, two to

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N.Y. school graduates First turf class

The State University Agricultural and Technical College, Farmingdale, N.Y., graduated its first class in its new turf management program.

Of the six graduates, three have since transferred to the University of Maryland to pursue Bachelor degrees and the other three have gained employment on Long Island golf courses.

Teacher of the course is Charles McCrea, superintendent of Engineers' CC, Roslyn, N.Y. The accredited, full-semester course covers cost accounting, time studies, record keeping, inventories and evaluation of equipment and materials. Mr. McCrea also uses

his golf course for field trips and term problems.

The June 1969 graduating class is expected to double.

In an unrelated move, the Long Island Golf Course Superintendents Assn. presented to the college \$500 to be divided between two deserving turf management students. Tom Kowalski and Bill Pearsall (not students in that first class) were the recipients.

Obits

Willie Hunter, 76, British Amateur champion 1921, president of Southern California PGA section for 12 years, head professional at Riviera CC, Pacific Palisades, Calif., for 30 years.

Father of William P. Stevens, Jr., acting president of Stevens Appliance Truck Company.

Mrs. Fred Grau, wife of GOLF-DOM columnist, died recently. Dr. Grau and two sons survive. □

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three inches longer than most, come in violet, bright green, yellow, tan and white. They coordinate with Sahara's slacks available in the same colors (\$36).

Thomson Trousers joins the freedom trend in men's fashions with Dacron/rayon/flax walk shorts (\$15) and trousers (\$15) in floral and geometric prints. Thin stripes of blue, chocolate, mint green or gold on white can be had in a slack with western pockets (\$20) or a walk short (\$15) in a tricot knit of 85 per cent Dacron, 15 per cent nylon. Speaking of knits, Thompson features a 100 per cent Dacron doubleknit slack (\$25) with side pocket and continental waistband. Colors are blue, yellow, olive, peach, red and white. For further color variety there's the poplin trouser in Fortrel/cotton (\$13), which comes with a striped belt.

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 Fashion Editor, 235 East 45th Street, New York, N.Y. 10017. □

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