

THERE IS A FALL FASHION MARKET

By **BARBI ZINNER**

Fashion editor

Coordinates, plaids, vests and not-so-traditional knickers are some of the items your customers will ask for this fall. Will you be ready for them or are you going to let this profitable business pass you by?

In past years, fall golfwear lines have been notoriously weak. Those manufacturers who felt it necessary to sell the market, did so unimaginatively, disclaiming any possibility of large sales to what they believed was essentially a spring-summer sport. Yet as increasingly large numbers of golfers are finding the crisp air and fresh mornings a welcome change to the blistering sun, and as New England and other Northern courses gain in popularity, manufacturers are discovering a more enthusiastic fall market. The result: an interesting collection of fall fashions.

Country Club Sportswear shows matching ladies' and men's 100 per cent wool doubleknit blazers for fall. In tune with the fashion trend, these six-button, double-breasted blazers have two back vents as well as two inside front pockets. Colors are gold, white, red or navy (\$45 women; \$60 men). Country Club Sportswear offers matching double-breasted wool blazers in a heavier rib for women (\$65) and men (\$80). Knit pants (\$30) and A-line skirt (\$25) in 100 per cent wool coordinate with the women's blazers. Of further interest to the lady golfer are hand embroidered and appliquéd sweaters in 100 per cent wool in eight different designs (\$25). Country Club Sportswear also features Trevira shirts from Italy. These shirts look like silk, yet are machine washable. They come for men in short sleeves with a placket collar or a mock-turtleneck and for women in a sleeveless, mock-turtle style (\$12-\$17).

David Crystal, Inc., continues to broaden its Lacoste dress line. The fall chapter should include 25 new styles in a variety of colors (\$33-\$42).

Di Fini Originals, Inc., turns to plaids for fall golfwear. Using a block plaid in a machine washable bonded fabric (green, rust or red combination), Di Fini produces its action "D" skirt (\$20). Switching to a bias plaid for a modified swing skirt, Di Fini uses adjustable tabs on each side of the waistband (\$16). Color combinations come in black/red, black/camel or black/yellow. Coordinating with this skirt is a 100 per cent acrylic flat knit sweater with cuffs and long front placket collar in a contrasting color (\$16). For men and women, Di Fini features modified (two-inch flare from knee to cuff) bell-bottoms (\$22). The ladies' pants come in machine washable nylon/polyester doubleknit in solid camel, yellow, Shannon green, olympic blue as well as in district checks. Pants slip on with an elastic waistband. The men's trousers in Dacron/rayon come in pin checks of light blue, black, rust and olive.

Etonic features patch pockets on its 100 per cent Acrilan bonded plaid golf dress (\$28). With buttons down the front, a self-belt and v-neck, the dress can be worn over a sweater as a jumper on colder days. The Broadmoor plaid comes in four color combinations. Also available in this same plaid and fabric are a pleated culotte (\$20), a plain culotte (\$20) and a wrap skirt with side pleats (\$20). In the style of double-breasted jackets, the wrap skirt sports three buttons on each side of the front panel. Etonic also offers a long-sleeved Orlon turtleneck (\$9) in seven colors coordinated to the Broadmoor plaid. For additional fashion in colder weather, there's a Wintuk Orlon vest with two front pockets and a self-tie belt (\$12), available in wild honey, wine, royal blue and natural.

continued



ILLUSTRATED BY JON NIELSEN

Left to right: The knickered look is revived with **Gino Paoli's** Trevira polyester / rayon knickers (\$25), tailored with squared-off slash pockets, fly front and silvered buckle. Mock-turtleneck sweater, also from Gino Paoli, has an extra long back zipper. **TexAce's** hat in vinyl (\$4.50) completes the look. **Di Fini** plaids its machine washable, modified swing skirt in three color combinations; adds adjustable side tabs. Skirt is topped by Di Fini's 100 per cent acrylic sweater with long, front placket and cuffs in white to contrast. For the golfing man, **Slack Fashions** paints thin stripes on a black background of 100 per cent worsted slacks, without or with flare (\$27-\$29). **Leonardo Strassi** continues the theme of stripes with thin piping on the high v-neck of its 100 per cent Acrilan, machine washable shirt (\$11). Covering the shirt is an Acrilan classic v-neck cardigan (\$20) from Leonardo Strassi's Pro-Am line. Cap is **TexAce's** "Mr. Ace" (\$3.95) in houndstooth.

THERE
IS
A
FALL
FASHION
MARKET

continued

Left to right: **Munsingwear's** Orlon/wool jersey shirt with golfer's pocket on the right (\$10) provides solid contrast to the tapestry print of 100 per cent Dacron doubleknit slacks by **Thomson Trousers** (\$35). From **Haymaker**, the pulled-together look of separates appears when merino wool placket-collared sweater (\$11) is paired with long, lean pocketed vest (\$11), both color coordinated to match spruce/chile plaid culotte skirt (\$23).

Etonic provides more pockets on its plaid dress in bonded Acrilan (\$28). Underneath, Etonic's color-coordinated, long-sleeved Orlon turtleneck (\$9) creates the jumper effect.

TexAce's visored hat sports Galey & Lord's cotton, patterned in a glen plaid (\$4.25). For cold-weather swinging on the practice tee or for year-round jogging, **Jockey Menswear** (opposite page) offers Avril rayon/cotton jogging suit (shirt and pants, \$16). Towel (\$3.50) and socks (\$1.25) come with Jockey Menswear's jogging program.



Etonic caters to the men with a wash and wear, permanent press, pre-hemmed Dacron/cotton slack. Retailing at \$15, this slack comes in solid white, blue, maize, copper, gold and green or in checks of tan, blue or olive.

Gilison Knitwear continues to show its 100 per cent alpaca sweater line for fall. Available in 18 colors and eight different styles for men and women, these sweaters retail from \$23 to \$32. Joining the fall line of alpacas are Gilison Knitwear's 75 per cent mohair/25 per cent wool sweaters. With the look of alpaca, this new sweater line is available in nine different colors; it includes a v-neck cardigan for men (\$16), a v-neck cardigan or pullover for women (\$14).

Gold Crest, Inc., offers alphabet crests along with its regular country club crests. The new initial crest called the Alpha Crest comes for men (2 1/4 inches by 2 1/4 inches) with an embroidered initial and for women (1 1/2 inches by 1 1/2 inches) with the initial outlined in pearls. Retail price is \$16 for the men's crest, which can be worn on blazer jackets, and \$8 for the women's crest which can be attached to a sweater.

Haymaker Sports, Inc., presents a large selection within its fall line. Autumnal colors are sparked with pink (chile) and spruce green. Pockets, particularly appreciated by the golfing woman, are either concealed or decoratively patched but always present in the Haymaker garments. For the brisk commute between home and golf course on cold fall mornings, there's a wide-wale double-breasted (leather buttons) curduroy car coat (\$42) with Orlon pile lining. A check, thin-wale curduroy culotte with a skirt



front, culotte back, sporting leather trim (\$18), is at Haymaker. It has a matching jacket with leather trim on two slash pockets (\$14). Colors are chile/spruce or walnut/cream. Adding variety to the 100 per cent Dacron knit fabric now popular for golfwear is an ottoman weave used by Haymaker for a culotte (\$26). For more efficient stretching and reshaping as well as for added fabric design interest, the front panel weave runs vertically. Colors include taffy, chile, topaz, spruce and navy. Haymaker makes up a culotte skirt in 75 per cent wool/25 per cent nylon with a knit waistband and knit trim on patch pockets (\$23). Choose between spruce/chile, oxford/topaz, oxford/chile or claret/navy. Match it to a coordinated suit jacket (\$36); and then to complete, select a placket collared sweater (\$11) with round gold buttons in 100 per cent merino wool in a choice of eight colors. There's also a long, pocketed acrylic vest (\$11) available in six colors to coordinate with all of Haymaker's fall line.

Izod, Ltd., continues its wide selection of 100 per cent polyester doubleknit slacks with western pockets and self-belts (\$32.50). In addition to the solid colors in the doubleknits, Izod has added a plaid and a shepherd's check, both available in blue, brown and

green and both retailing for \$32.50. The traditional crewneck has been squared at Izod and adds variety to the short-sleeved Orlon sweater (\$13). For fall, two new classic v-neck cardigans have been striped (\$18, \$19). Available in 100 per cent Antron by DuPont are long- and short-sleeved mock-turtles and placket collared shirts with a choice of stripes, narrow or wide (\$16, \$18). Velours, making a comeback in general sportswear for fall, appear in the Izod line in slip-over or button-down versions (\$17-\$20).

Jockey Menswear has turned to the jogger. In a packaged program, Jockey offers two styles of jogging suits. Both suits consist of mock-turtleneck pullover shirts with raglan sleeves and pants with drawstring waists. They are available in 50 per cent Kodel polyester/50 per cent cotton (\$11) or in 50 per cent Avril rayon/50 per cent cotton with color contrasting piping running down the sleeves and pants (\$16). Colors include peacock, navy, red, emerald and gold. The suits are joined by Jockey's white jogging towel of 100 per cent cotton (\$3.50) and a jogging sock of wool and stretch nylon (\$1.25) in heather colors. The two suits and towels are packaged in plastic bags with handles, ready to be displayed on a jogging suit counter displayer (20 inches wide, 18 inches high; capacity: one dozen) for \$5 or free with a \$200 purchase or on a jogging center floor dispenser (five feet high, 30 inches in diameter) for \$50 or free with a \$500 or more purchase.

Munsingwear continues strong for fall with traditionals from its Grand-Slam line of golfwear. In 100 per cent Antron nylon knit, the classic placket collared shirt takes on long sleeves (\$10) and comes in 10 colors, including pew-

continued on page 44

SEND FOR THIS! KEN Shop Supply Order Blank



More than an order form, it's really a catalog listing everything you need for your repair shop, including: Stains, Lacquers, Adhesives, Golf Club Scales, Grips, Listing, Whipping, Shafts, Collars, Plugs, Sheathing, Buffing and Cleaning, Supplies plus "Golf Club Alterations and Repairs", Kenneth Smith's Shop Instruction Manual. Write for your Order Blank TODAY!

Kenneth Smith GOLF CLUBS

Hand Made to Fit You

World's Largest Custom Club Maker
Box 41 — GM, Kansas City, Mo. 64141, U.S.A.

For more information circle number 167 on card

FALL FASHION MARKET

continued from page 43

ter, maize, par gold and fall olive. The same shirt is available in 80 per cent Orlon acrylic and 20 per cent wool jersey with a golfer's pocket on the right side (\$10). Turtlenecks, mock-turtles and varied versions of the placket are all available in Munsingwear's fall line and can be had in Fortrel/cotton, 100 per cent cotton; 100 per cent Antron nylon or Orlon/jersey. Worsted wool and 100 per cent Dacron polyester dominate the fall slack line. Large white windowpane checks on gray and navy backgrounds on trousers with western pockets and side tabs are included among the wool models (\$22.50).

Palm Beach includes worsted and flannel trousers in its fall line. The plain top slacks come with extension waistbands and button tabs with either quarter top or western pockets (both \$20). To add to the traditional, single-breasted blazer, Palm Beach offers a six-button double-breasted style in navy with the traditional silhouette (\$52.50). For additional variety, a single-breasted two-button sport coat is also available from Palm Beach in a muted green/orange/brown plaid or in a herringbone pattern (both \$50).

Gino Paoli has a ladies' fall line this year. The entire line, in characteristic fall colors of flannel gray, forest green and chocolate brown with camel as trim, includes culottes, skirts, slacks and knickers as well as shorts. Fashion news lies in the knickers (\$25), tailor-trim with silver belt buckle and buttons on the cuffs. The culottes (\$25-\$27) and skirts (\$19-\$24) have the same tailored look with detail given to top stitching. Practical for the golfing woman is the dirndl skirt slit up the middle seam to be snapped closed or left open to expose the attached shorts. The entire line is made of 70 per cent Trevira polyester/30

per cent rayon. Sweaters to contrast have a long back zipper, come in rust, camel, gold, gray, blue and white (\$16-\$22).

Slack Fashions offers money-stripes for fall. Pin stripes of red, melba, lawn green, dutch blue or white run down black backgrounds of the 100 per cent worsted slacks. Choice is between straight legs and the flared 19 1/2-inch bottoms (\$27-\$29). Slack Fashions' doubleknits include a houndstooth as well as herringbone plaids in fall colors of brown, tan, wine, gray (\$28-\$30). Again, two models of trouser bottoms are available. All the above are color-keyed to Leonardo Strassi's sweaters. Corduroys in a mid-wale in blue, brown or three shades of tan (\$20-\$22) are color coordinated to match Leonardo Strassi's outerwear.

Leonardo Strassi opens its fall season with a line of Ban-Lon body shirts in 25 colors. In short and long sleeves (\$14, \$15), these shirts are designed with a long, four-button placket collar. Also new for fall is a long-sleeved Ban-Lon placket collared sweater with a checkerboard paneled front. In red/green, brown/copper, black/gray and a variety of other combinations, this sweater retails for \$20. Leonardo Strassi has introduced stays into some of its sweater collars. For apres-golf it has added an eight-button, double-breasted blazer-sweater with Edwardian collar and matching ascot in wool (\$38).

Thomson Trousers extends its 100 per cent Dacron double-knit line to include a tapestry print (\$35). In the fall mood for plaids is a 50 per cent Dacron/50 per cent worsted continental slack with western pockets in rust, blue, green or gold (\$25). If the choice changes to checks, Thomson offers a 60 per cent Dacron/40 per cent worsted selection of rust, green, blue or brown, again in the fashion continental style with extension tab (\$25). □

**SPORTWEAVE
GOLF SLACKS
BY Arcan**

**A GREAT GOLF SLACK
IN A BLEND OF DACRON®
AND TROPICAL WEIGHT WOOL**

For more information circle number 160 on card