

Golfwear Forecast.....

WHITE ON WHITE

By Barbi Zinner

Watch for white to blossom forth on the golf course this coming season. White clothing, long traditional to tennis courts, is about to make it on the links. The appearance of white is refreshing. Its entry into the world of golf is largely due to the emergence of large numbers of new washable and soil resistant fabrics. With these easy-to-care-for fabrics, manufacturers no longer hesitate to allow their workers to handle white materials; distributors can abandon concealing white clothing behind plastic bags; and with

clear consciences, pros are able to promote and sell white merchandise that is guaranteed washable.

White has turned the fabric manufacturer's attention to texture. The surface interest of the materials—the slubs, nubs, waffles, added dimension of puckers and ribbings, and the weaves of doubleknits and twills—is shown off best on white. For variety and interest, rough weaves can be played against one another or teamed with smooth surfaces.

*Textured fabrics make
white come alive:
a new look on
the nation's courses*

Materials such as sculptured piques have taken on new importance.

The white story can be followed through with all-white golf shoes and extended to include a white golf glove; or it can be accented instead with brightly-colored accessories. In either case, eye-catching displays and promotions can be easily achieved by using white on white. The look is fresh, yet sophisticated. For further proof, see GOLFDOM's white on white presentation on the opposite page. □

PHOTOGRAPH BY ALEXIS WALDECK

White on the links in, left to right, play dress over shorts (\$28) from David Smith. Etonic shoes (\$30). TexAce hat; Par-Mate glove. He wears permanent press slacks (\$20) topped by a v-neck cardigan (\$14) and mock-turtleneck (\$9), all Grand Slam from Munsingwear. Ben Hogan shoes from Brockton Footwear (\$32). Arnold Palmer glove. Haymaker's textured dress over shorts (\$21). Shoes from Foot-Joy (\$38). Promark Signature glove.

