

FASHION FACTS

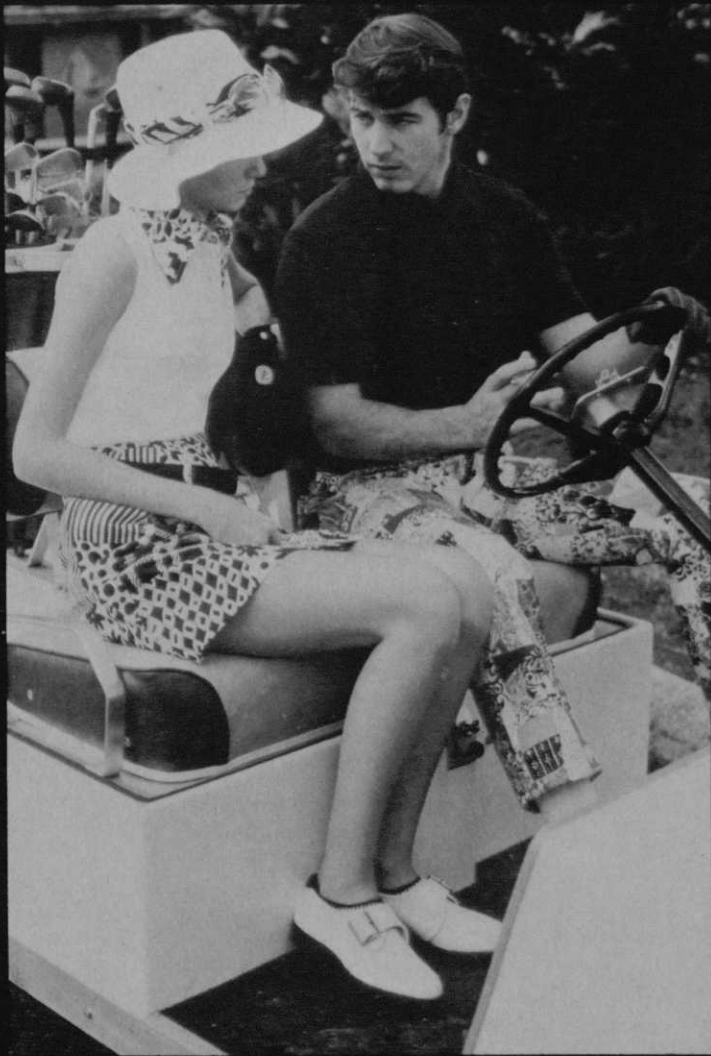


By JEAN CONLON

GOLF and GOLFDOM Fashion Editor

Pro shops providing today's stylish golfer with high fashion sportswear can be sure of heavy sales throughout the coming year. Function takes second place to fashion in the 1970 golfwear game as women golfers drive for the soft, feminine look of new styling and fabrics, while their men partners score in bold, clear patterns and colors. Seen here on GOLFDOM's pages is a selection of the latest golfwear available to the wise pro shop buyer getting ready *now* for future fashion demands.

Opposite page Spring yellow plays softly on a polyester/cotton poplin golf suit with culotte skirt (\$16), zip front jacket (\$16), and a striking yellow and bright blue Antron nylon print V neck pullover (\$10), all from Haymaker. Sports Accessories glove. Below: Patch work prints team up in a Dacron polyester/cotton skirt (\$18) and knit top with matching print collar (\$7.50), both from DiFini. Texace hat. Promark glove. Lady Mulligans shoes. He joins the game in the latest four button placket, terry shirt (\$10) by Izod. International glove.

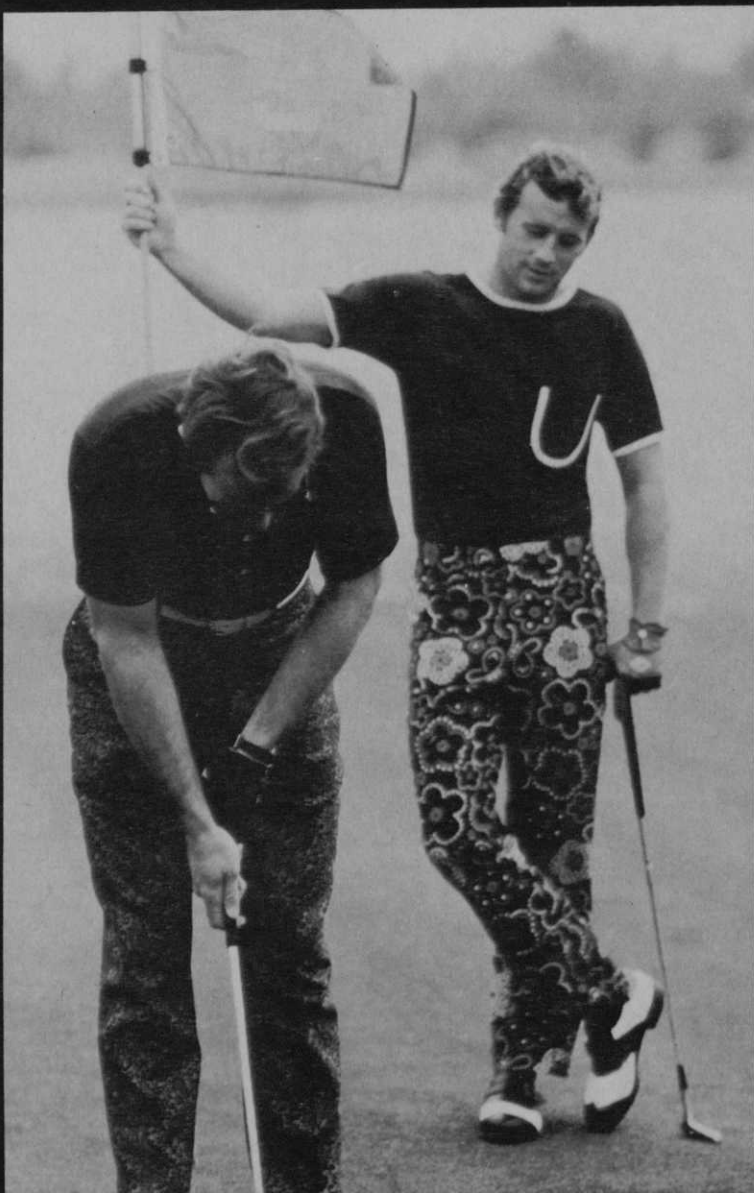


Photographed by Barbara Waterston

IN '70 GOLF WILL BECOME A FASHION SPORT

FASHION FACTS

continued



Opposite: New looks on the links, left, in a softly belted Fortrel polyester/ rayon skirt (\$18) from David Smith and, right, in a free swinging wrap around (\$16) from Etonic. Sun shading hats from Texace.

Above: Putting patterns, left, in wine and navy Arnel/ cotton paisley print, shaped trousers (\$22.50) from Asher topped off with navy cotton placket shirt (\$8) from Jockey Menswear. International golf glove. His partner, right, in bold navy and red floral print slacks (\$16) from Thomson Trousers. Acushnet glove; Etonic shoes.

"Carouche" golf car, both pages, courtesy of Club Car, Inc.