

SPRING INTO PRINT

Spring '70 golfwear will blossom forth with a bevy of prints, plaids and patterns in both the men's and women's markets.

The day of the fashion conservative golfer is past.

GOLFDOM predicts pro shops, stocked with sportswear

from a full range of solid colors to abstract geometrics, stylized flowers, checks, plaids, stripes and seersuckers, will witness heavy buying.

Pro shop buyers will find the bright, new fashion looks combined with fabric interest in polyester double and warp knits.

An increasing number of manufacturers are answering the golfers' demand for both style and performance in sportswear with new developments in knits which will guarantee non-pilling, durability and easy care.

In addition, many washable, color fast, crease and soil resistant knit patterns are being introduced.

PRINTS play doubles, left, on him, red/white/blue check slacks (\$20) from Etonic with navy cotton terry shirt (\$10) by Izod.

On her, black and white patch work print skirt (\$18); Dacron polyester/cotton shirt with matching print collar (\$7.50), both from DiFini.

TexAce hats. Acushnet glove. Adler patterned-knee-highs.

DOROSH

In styling, enthusiasm for straight leg knit slacks continues to grow. Many lines are giving buyers the choice of either the western or on-seam pocket models. Expansion waists for mobility are combined with self belts and buckles. Shirts with body shaping are being shown in polyester knits, cottons and even soft terrys and velours. Long pointed collars, four to six button "X-stitch" plackets and deep breast pockets are prominent features. Newest of the collar treatments is the buttonless key hole neck, some with tab closings. Skirts are shown with inverted pleats, both back and front, to give the woman golfer extra comfort. Some manufacturers are adding tee pockets at the waistband, others are featuring towel rings. Dresses remain A-line, with a new addition of matching shorts to be worn underneath.

Colors for spring will be bright and varied with dozens of choices in both solids and patterns, enriching the knit story. Blues and navies are coming in strong, replacing black as a basic.

Below, GOLFDOM forecasts spring '70 fashions with a list of manufacturers who sell pro shop lines. Many of them provide additional merchandise for those buyers who want to extend their stock to après golfwear. All of them predict 1970 will be a year for patterns and knits.

Continued

Patterns and knits will aid pro shop sales this coming season

BY JEAN CONLON

GOLF and GOLFDOM Fashion Editor

DIAMONDS on the links are a golfer's best friend, in softly belted Fortrel polyester and rayon skirt (\$18), with free swinging Arnel lino knit top (\$12), both from David Smith.

Illustrated by Daria Dorosh

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continued

Daks USA is featuring slacks this spring with a higher rise waist and straighter leg styling. Slight tension waistbands and inside pads to keep shirts in place give great flexibility to the active sportsman. Fabrics range from wrinkle resistant blends of 55 per cent Dacron polyester/45 per cent worsted wool (\$30), to 100 per cent lightweight wools (\$40), which can be relied on for comfort and performance. To answer pro shop buyers' demands for a luxury fabric, a full line of linens (\$28) is being shown. Bold spring colors are available with navy as the basic.

Damon International now has a basic knit golf shirt with three button placket in 22 colors. There is a choice of a long sleeve model (\$23) or short sleeve (\$21). New to the line are the cotton boucle shirts in psychedelic prints (\$15). For the more conservative golfer, solids are available (\$12) with contrasting color banding at classic V or round neck. Coordinating slacks in cotton doubleknit come in seven colors, in stripes, solids and paisley patterns (\$37).

David Crystal's Lacoste dress line will be even more successful this coming spring as a status pro shop item. The classic scoop neck dress with short sleeves comes in solids and stripes (\$33). A perfect dress (\$33) for the fairways comes with its own coordinating shorts (\$10) and self belt. Keeping up with the latest fashion, is a sleeveless pants dress, with front zipper and low front pockets (\$36). For après golf, a pants suit is shown in stripes and solids, either long or short sleeves (\$55-\$60).

David H. Smith is making shopping easy for spring '70 by showing

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MOSIAC PATTERNS par on the green in Arnel and Rayon blue and gold slacks (\$23) from Leonard Strassi by Slack Fashions. Coordinating blue cotton lisle turtleneck (\$12.50) from Allen Solly for International Golf Accessories is topped by a nylon slipover shell with zipper pocket and front (\$10) from Munsingwear. Promark Signature glove.

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their line in three groups: prints, plaids and multi-stripes. Each group features a golf dress (\$33-\$36), shorts (\$16-\$20), skirts (\$16-\$24), shirts (\$11-\$13) and culottes (\$18-\$25).

DiFini stylishly contributes to the spring story with floral and geometric print skirts (\$18-\$23) and coordinating Helanca tops (\$6.50). Included in the line is a patchwork print skirt (\$18), red, black or navy, shown with a solid top (\$7.50) and matching patchwork collar. Trevira knit diagonal weave trousers (\$33) are featured for the men golfers with coordinating mock turtlenecks (\$12).

Esquire has broken all conservative barriers in active sportswear with a '70 trouser line, including hopsackings, ribbon stripes, a seersucker-look and tattersals, houndstooth checks, twills and prints (\$22.50 each).

Etonic, from the Charles A. Eaton Company, is showing an exciting array of one-half dozen different prints and patterns in their women's apparel line. The newest golf dress in 50 per cent Fortrel, 50 per cent cotton comes with a separate sash, side vents and separate solid coordinating shorts (\$26). For the men, trousers are featured with a new extension belt and big metal buckle in solids (\$30) and fine stripes (\$27.50).

Foot-Joy has a new golf shoe made of Aztran, a man-made material which breathes and conforms to the foot. An added feature is the Perma-Spike plate, which has carbide tip spikes which will not need replacing; in black/white, white, black (\$38).

Fox-Knapp is showing a new Billy Casper poplin golf jacket for spring. The jacket is of 100 per cent cotton Zelan finish with a nylon expanding mesh yoke in back which guarantees freedom of swing (\$22).

Gilison Knitwear is introducing

a multi-color men's cardigan mo-hair sweater (\$18.95) with random stripes. For women, Gilison continues their line of cardigans adding new spring colors (\$21).

Gino Paoli has a new completely washable, white sharkskin suit with a pleated skirt with multi-color grosgrain ribbon at the hem (\$22) and jacket with matching trim (\$28). For the traveling woman golfer, there are 100 per cent Fortrel polyester dresses, softly belted (\$30-\$38). For men, the latest sheer patterned shirt is shown in acetate and nylon, with pointed collar and short, cuffed sleeves (\$16).

Gregg Draddy is showing a woman's golfwear line under the label Chippers. For spring there are a variety of sleeveless dresses with attached coordinating shorts underneath in denim weave, Dacron/cotton and voiles. Pro shop buyers will like the additional detailing of attached back tee pockets and towel-rings. Hidden culotte dresses come with front button closings (\$38, each).

Haymaker sets new golf fashion trends with a His & Hers look done in matching, machine washable Dacron polyester knit slacks with quarter top and slash pockets (His, \$25; Hers, \$23), in a diamond print which gives a stripe effect. There is an A-line culotte skirt in the same fabric (\$20).

International Golf Accessories, distributors of Allen Solly shirts, continues the line of cotton lises in mock, full turtle and pointed collar styles; sizes: small, medium, large, extra large. Spring colors are in solids and stripes (\$12.50-\$14).

Izod is showing for spring a 100 per cent Dacron Lacoste four button placket shirt in yellow, oat, celeste blue and navy (\$17.50) and for summer, flat terry cloth, pointed collar golf shirts in blue, green, yellow, red, navy and white (\$10). Coordinating with the tops are doubleknit Dacron trousers in solids (\$32.50), small checks, window pane checks, seersucker-look

and stripes (\$35 each). The newest look in golf slacks comes in a variety of floral prints (\$26).

Lee Trevino Sportswear has solid and plaid slacks for spring with straight on seam or western pocket styling (\$12) as well as a full range of continental walk shorts with extension waistbands (\$8). Coordinating Dacron polyester, cotton knit sweaters (\$5-\$7).

Leonardo Strassi has a wide selection of cardigans (\$17) in 20 colors. There is also a new 100 per cent acrylic wash and dry cardigan (\$22.50) in multi-color prints, full fashion features, available in natural, light gold, shrimp, blue and green. The latest Pro-Am golf shirt (\$8-\$9) has an extra long tail with slits that remain tucked in golf trousers.

Munsingwear has broken the traditional placket collar golf shirt look with a tab ring, zipper front shirt with contrasting piping (\$8). Stays have been added to the latest long pointed collar, permanent press shirts (\$8).

Parker Of Vienna is continuing the basic alpaca cardigan, but this spring will offer 144 different colors in the line, with sizes running from 38 through 50 (\$50). New are the fancy alpacas (\$70-\$80) and the 100 per cent wool cardigans (\$50-\$60).

Stahl-Urban is showing a 'Tee-Jac' Dacron/cotton jacket (\$13) for spring with a left inside score card pocket which can easily double for a tee holder. The jacket has a full one-piece sleeve, vented back action and a knit insert cuff.

Tailor's Bench's Arnold Palmer line has a linen weave trouser with a contrasting ribbon belt (\$16) for spring '70. The same slack is available in extra large sizes 44 to 60 (\$20). Polyester knit trousers with side tabs and slash pockets with saddle stitching in solids (\$20), stripes (\$22.50).

Thompson Trousers offers the traveling golfer a textured, Da-

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ron woven crepe-look trouser which will not wrinkle in the suitcase and is guaranteed to look fresh all spring. In styling there is a western pocket model which comes in full color range (\$20).

Weinbrenner Shoe Corp. has a new line for spring '70 under the Pro-Am Mulligans label. There is a U wing pattern with a hard composition sole, in gray/white, red/white, black/white and solid brown (\$34). There is also a golfer's choice of two monk strap styles (\$32, each).

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

WASHINGTON CUTS BACK

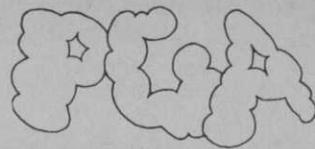
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its stand. President Nixon is determined to cut back on inflation and a tight money policy, aimed at halting inflation, is part of that fight. This means that interest rates will be kept high for the foreseeable future.

And Government officials point out that it would be inconsistent at this time to continue low cost Government loan programs while regular commercial banks have raised their rates drastically.

Opponents of the Government's move believe that golf courses create great amounts of increased taxable acreage, affecting the tax rolls of the communities in which they are located. The increased taxes derived from the land, they go on, exceeds the subsidized interest rate.

Another objection is that "green belt" areas serve not only as recreational sites, but also as a kind of aesthetic relief from the gray monotony of asphalt and concrete. □



store fixtures needed on the pro shop.

Golf Specialties, Inc., offers nylon golf practice cages. Series "G" cages are for indoor use, Series "D" and "W" cages are without frames.

John W. Mahoney (PGA) offers long drive and proximity Markers.

Teleos Industries Corp. introduces the Galaxy T10, the cage that returns the ball. The Galaxy T10 features Weather-Rite Netting in black to resist wear and the elements, Energy Absorbing Baffle which increases safety.

Wittek Golf Range Supply Company, Inc. offers the Wittek Umbrella Stand designed to hold 12 umbrellas.

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