

From the Quantum Collection comes this cool stripe skirt culotte of 100% Polyester, available in sizes 6 to 16 (\$27). The white sleeveless shirt is also of 100% Polyester (\$14) and is available in other colors also.



Hadley by Dalton introduces two of their spring fashion winners for '75. Left, a periwinkle blue gingham check skirtlotte with contrasting trim in texturized Polyester (\$34). A white Polyester rib shell (\$24) and a matching periwinkle blue jacket in texturized Polyester gaberdine (\$48). On right, a Skirtlotte in white trimmed-applique of Texturized Polyester Gaberdine (\$34). Coordinated Polyester and Antron polka dot blouse with placket front retails (\$18).

FASHION PREVIEW '75

by Dick Farley, GOLFDOM Merchandising Consultant

The "leisure look" will be big in 1975 and a return to the basics will continue for yet another year. Traditional styling, small neat patterns, conservative colorings will be the order of the day, with some exceptions.

Blazer suits, leisure suits and sport suits (jackets and matching or coordinated slacks) are replacing the standard business suit in the average man's wardrobe. They can be dressed up or down, worn with a tie for that 9-to-5 business look, or combined with a sport shirt or turtleneck for the country club circuit.

Mens' fashion accessories will be an important part of this new look with sport shirts leading the way.

Tennis fashions will be seen almost as much off the courts as on as the status associated with that sport motivates the housewife to wear her tennis outfit to the supermarket and around town.

Sweaters will again be an important fashion accessory as they complement the casual, leisure look.

In ladies apparel, especially, there is a definite feeling for a softer,

more casual look in spring '75's golf wear. Comfort, ease of care, and a feeling of lightness will be very important this coming spring and summer. The resurgence of white as a base color, and as a ground color for prints, in a combination with other solid colors, adds up to a bright, light look, easy to wear, and flattering to all women.

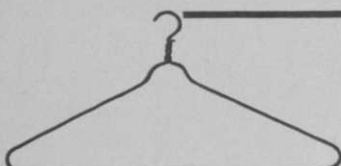
Polyester blends will again dominate the fabric scene in the coming year, when the emphasis will again be on easy maintenance and relaxed comfort. New Orlon treatments will be important in sweaters.

There is growing concern among some fashion people about this era of

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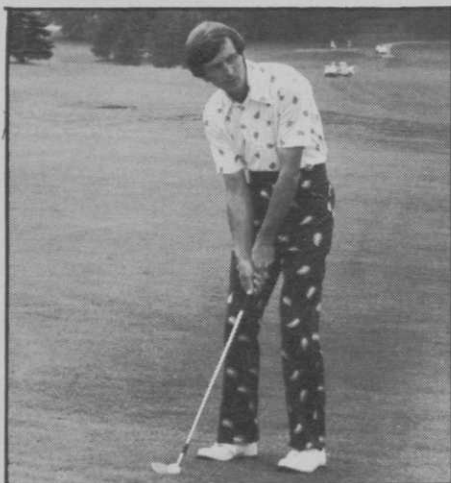
From David Smith: Women's figure — 100% Polyester — white dot culotte, half circle pocket (\$28). Colors — navy, red, green, and pink. Sleeveless, zip front blouse, collar, dots on white, 100% Polyester (\$18). \$24 ribbed cardigan, 100% acrylic. Men's Pants — white dots on navy, red, green — 100% Polyester (\$32). Shirt — 50% kodel and 50% Piva Cotton — short sleeve, placket front with contrast colors of navy, red, and green (\$16).



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The Lee Company provides the "leisure look" in these white, slightly flared doubleknit jeans and matching shirt-jac. The comfort comes from the new non-glitter, snag-resistant doubleknit of 100% Dacron Polyester (\$50).



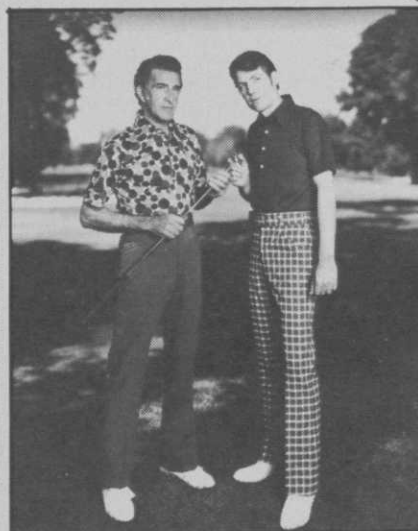
E. J. Manley has a new line of pastel coordinates to offer. The shirt is silk-like Quiana® in four button English placket styling (\$18). The plaid slacks — 100% cotton with extension waistband (\$36).



Parker of Vienna reveals a Cezar flat-knit sweater made in Italy out of a blend of 50% wool and 50% acrylic. Fully fashioned this cardigan retails at \$40.



Gillison Knitwear's new light weight men's golf pullover, Touring Pro Carefree 2. Made of DuPont Orlon, Carefree 2 is a wash 'n dry kool knit (\$12)



PGA/Victor Ryder Cup: Men — (from left) Poca-Poca Shirt, Arnel Triacetate (\$18) and Style Solid slacks with Extension Waistband (\$26). Style Solid Shirt, 65% Polyester, 35% Cotton (\$15) and Woven Plaid slacks with matching belt (\$35). Skirts and slacks come in an array of colors.

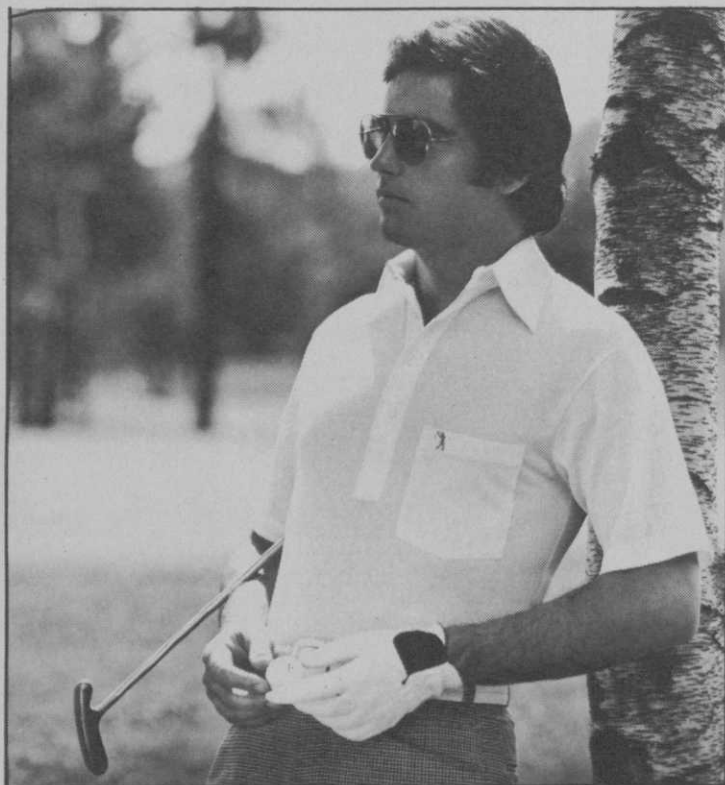


Etonic ladies apparel grouping for spring '75. At left, a solid slack in 100% woven texturized Polyester, available in six colors. The slacks feature a comfort waistband, side seam zipper and pocket and are machine washable (\$26). The coordinated jacket has a full tab button front, tailored collar, large patch pockets and side slit shirttail hem (\$26). The basic outfit is set off by a print blouse, available in three patterns and featuring four button placket front, self collar and short sleeves (\$16). On the right, the shorts are available in six colors. They have an 8" side seam zipper, side seam pocket, 2" cuff and elastic on back waist for comfort in the wearing (\$18). The blouse is a western shirt look with a polka dot body and mini dot on yoke and placket front, available in three colors (\$18).

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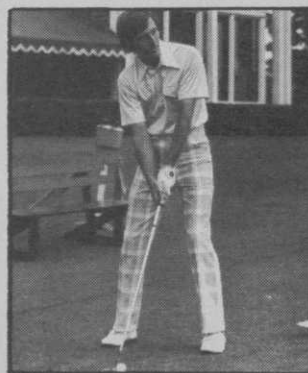
Mosaic, at left, is one of the new designs introduced into the Gentleman's Shirt™ by the Ben Hogan line for 1975. One of six new shirt models, Mosaic, is available in navy and white, pine and white, and canary and white (\$26). In addition to Mosaic, the AMF Ben Hogan Company has introduced Regent stripes, right.



This is Manhattan's new "Free Swing" golf knit. Fashioned from smooth, absorbent Kodel® Polyester and cotton knit it gives cool comfort in action and it's no-iron, permanent press for maximum convenience (\$12).



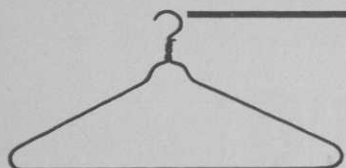
DiFini's Women's line presents a "Slip on Style" pantskirt of navy or white (\$28). The top, the "Betsy" is a silky sleeveless shell with a four button placket featuring the knit tailored look and a full fashion collar (\$16).



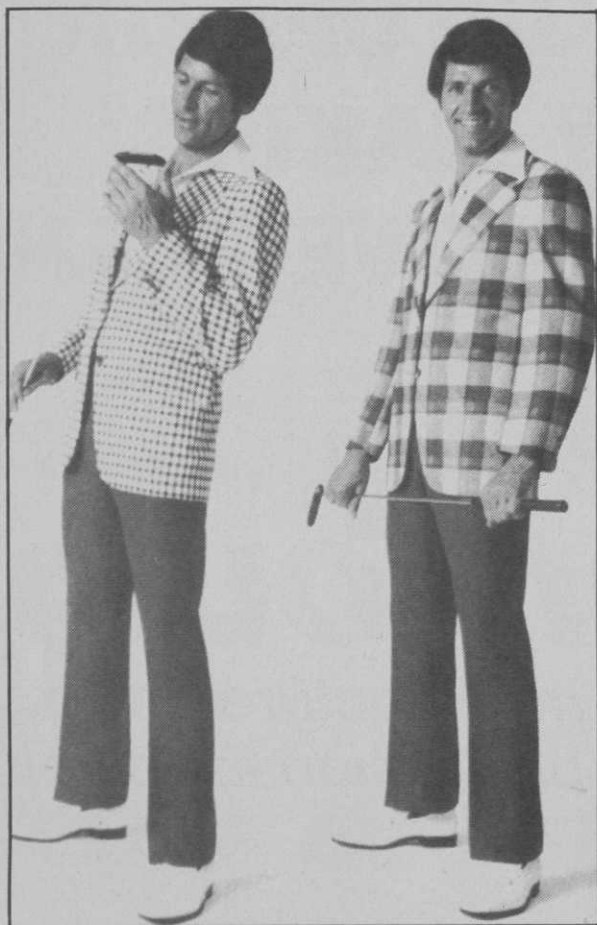
One of a collection of E. J. Manley pattern coordinates: Trousers are 100% permanent press cotton (\$28). The four button English placket shirt is a knit blend of 65% Polyester/35% cotton (\$16).



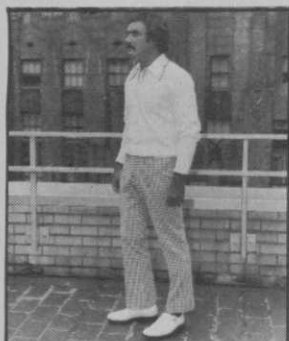
Palm Beach features a solid color sport coat that is Wash 'n Wear of 70% Polyester and 30% Cotton (\$70). The slacks are 80% Polyester and 20% Cotton (\$22.50).



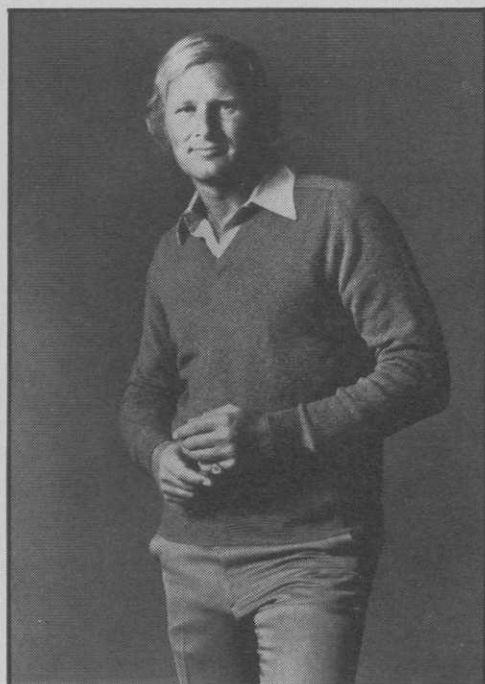
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The Spalding Altmann line is designed so everything goes with everything. The Fenway Plaid Sportcoat, at left, is \$105, the easy-to-care Lauderdale Shirt (\$13), and the Fenway woven crepe finish slack (\$35). The Oakmont over plaid print jacket, right (\$105). The dacron and cotton Lauderdale Shirt (\$13) and the Redoubt slack (\$35).



DiFini: Men — Gingham check slack 100% Polyester, in 6 colors (\$34). Short sleeve shirt, 100% Comfortissimo™. The all Polyester face gives the luxury look. The all cotton back gives the coolness and absorbency toward the body (\$15). Men's sweater, new for '75 is a fine gauge flat knit V-neck casual and dress sweater (\$29).



From Pringle of Scotland the classic golf pull-over, the "Argyle". This basic V-neck is available in either fine Lambswool (\$28) or in Cashmere, (\$68).



PGA/Victor Ryder Cup: Women — Mandarin Tops, left, (\$14) and Tulips Skirt (\$26). Fleur Top, right, (\$16) and Fleur Skirt (\$26).

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Haymaker presents a Dacron blend plaid culotte (\$28). Also shown in a coordinated look is their 100% Orlon pullover (\$10) and their cardigan of 100% Orlon (\$18).

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conservatism the fashion industry seems to be going through. They are worried that the retailer is turning away from the fancies and will be caught up in a mass of plain colors, without the ability to create sales through excitement and glamour. They feel that the consumer, especially in the world of men's fashion, was just coming into his own as a buyer of an item not because he needed the item but because he wanted it.

Some experts argue that we are just going through an adjustment period, that the industry must pause and absorb all the changes which have taken place recently before taking the next bold step forward.

It is inconceivable, however, that fashion innovation will stop dead in

its tracks and it could be a golden opportunity for the aggressive, intelligent golf shop merchandiser to take advantage of the situation.

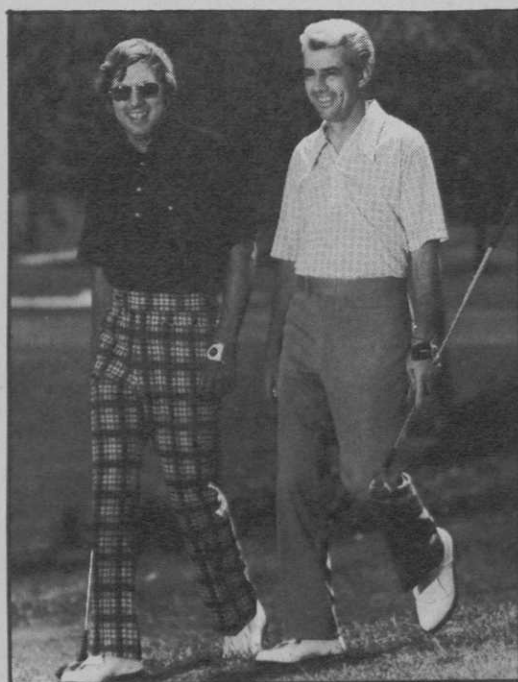
It is a fact of life that manufacturers and merchants, as well as the consumer, will tend to play it closer to the vest when the stock market is down, interest rates are up and top-level management is watching inventories and expenditures and is preaching caution.

Manufacturers of fashion apparel will be watching their inventories like everyone else and will likely reduce the number of units they would normally produce in anticipation of orders. This means that the buyer at the retail end will have to anticipate his needs to a far greater extent than at any time in the immediate past to insure himself of having the right merchandise on hand to sell to his customer, and at the same time he must be careful not to carry excessive over-inventory in a time of high interest rates.

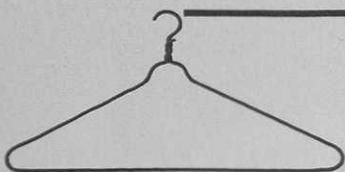
In the present economy, retailers seem to be moving toward a philosophy of selling fewer units per customer at a higher price per unit, with the higher price offsetting his fewer number of unit sales. Customers are becoming increasingly more interested in value and are basing their buying on how long a garment will last in relation to its cost.

The formula is developed in this manner: The original cost of the item is divided by the number of months it lasts and this amount is the actual cost of the garment per month.

As a general rule, when the economy becomes tight the consumer looks for name brands and private branded merchandise that he has confidence in and can trust. He will be shopping to a greater extent at the type of store that projects a value image and to a lesser extent at the bargain basement type store. If this rationale proves right, it could be a banner year for the golf professional, who traditionally sells value and service.



PGA golfer Paul Harney, right, features Etonic's Dacron Polyester slacks with the expandable comfort waistband and come in several colors. He tops them with an Arnel Triacetate shirt in geometric print and steps out in the simulated alligator poromeric wing tip white shoe with the sewn-in-Sta-Down kiltie. His partner wears woven slacks in a bold plaid pattern. His solid color, jersey stitch shirt made of lisle cotton. His shoes: a wing tip of washable white calfskin, sporting sewn-in, Sta-Down kilties.



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QUOTES FROM THE INDUSTRY

Herb A. Cohen, Thomson Company: "With reference to the way I see the slack business for this coming season, I feel slacks on their own will just about be even with last year."

However, the Thomson Company has styled some coordinated tops and this brings us plus business. One item in particular that has been outstanding is our India Madras program, where we feature all sorts of India Madras plaids and printed slacks, and then coordinate them with both long and short sleeve solid Madras shirts. Retail about \$45.00."

Don Drotman, Izod-Haymaker: "In golf shirts, we are doing a very large group of 100% cotton lisle in prints and solids. They are all in the \$16-\$18 price range. All in original prints and small patterns."

We are also doing a new group of dacron and cotton prints and stripes. These are in the \$15-\$17 retail range. We are introducing a new fishnet shirt with the alligator emblem, the long tail, and full fashioned collar. This has been one of the biggest selling items in our line so far. In slacks we have a large selection of dacron and cotton, avril and cotton, and all the light weight blends in patterns of prints and some novelty patterns."

Frank Gallagher, PGA/Victor Ryder Cup: "PGA/Victor's Ryder Cup slacks are all permanent press in double knits, textured wovens and polyester knits. They incorporate a self-adjusting extension waistband or belt loops and deep easy-access pockets. The moderately flared legs are cut with plenty of length to oblige the customer who prefers cuffs."

Ryder Cup shirts of 100% Celanese Tricot or polyester-cotton blends are also permanent press and fully absorbent. The longer tail and stand up collar (for wear with a sports jacket) are features characteristic of PGA fashions. These shrink-proof shirts are designed to coordinate with Ryder Cup slacks."

100% Polyester knit ladies fashions from PGA have been yarn-dyed to assure color fastness. Like Ryder Cup shirts, the ladies tops are cut longer than conventional golf fashions. The skirts and tops are designed to interchange throughout the line and encourage the female mix-and-match imagination."

Joe Romeo, David Smith: "We've recently opened the most exciting resort and early spring line David Smith has produced to date and sales reflect a 10 to 15% increase. Our piece goods purchases support the sales trend and deliveries will be on time."

Designer Eric Jacobson is introducing a new men's and women's sportswear member mailer that has caused considerable interest. We're trying to do our part to move goods to the consumer. And, David Smith introduces a brand new silhouette in pant skirts; the "swinger."

Nick Lowe, Spalding, Bernard Altmann: "The fashion industry for men's clothing is exploding as men are now more conscious of their appearances than ever before. Five primary reasons have interrelated to produce the tremendous marketing opportunities in the golf apparel business. The first is the higher disposable income levels, second the number of golfers on the courses is at an all-time high, third the amount of time spent for recreational activities

has increased substantially, fourth the wide-spread use of comfortable active synthetic fibers in clothing, and lastly, perhaps most importantly, the larger square footage and shelf space allotted to golf apparel display in proshops."

But the big news in fashion for Spalding is the introduction of its "core line". Now pro shops will offer as a core or basic line the traditional colors and styles of slacks, sportcoats, sweaters and shirts. The more seasonal offerings in terms of colors and weights will be introduced to support the core line in the spring and fall."

Jack Lust, DiFini: "Here are fashion forecasts for spring 1975: Ladies' Collection: Colors will be clear bright, pastels and classic tones. Coordination — Contrast colors — monochromatic tones. (Solid bottom and basic colors) (Repeating for tops in similar tones)."

Cotton and Cotton blends are an important part of the fabric story for both men and ladies' styles, in knits and wovens."

A fashion group of exclusive designs embroidered on Polyester fabrics is offered in 6 patterns confined to DiFini."

For Men — The emphasis is still on Double Knit Polyester Slacks but lighter in weight. For the first time, DiFini brings back several woven numbers but in slight stretch textured woven fabrics. Soft full fashion collars show renewed interest in the DiFini Spring 1975 story; however, the emphasis is still on tailored collars (banded styles and basic collars). Style "Fairway" a top quality "Durene" Cotton Lisle Shirt tailored with yoke back and forward shoulder stands out as a fashion leader; short sleeve fancy print Shirts are shown in "banded collars" in Sublatic prints, Polyester cotton and Arnel plus fabrics. "Comfor-tissimo" fabrics continue to be featured in an expanded selection of unique "DiFini Design" Slacks and Shirts in solid and "linen look".

Chuck Malitz, AMF Ben Hogan: "The 1975 Spring Shirt line includes six new pattern additions: The Mosaic, Labyrinth, Quadraplex and Lattice prints; and two stripes — Tapestry and Regent. These join the popular Cascade, Argyle and Narrow Stripe designs successfully established in the 1974 line."

The Gentleman's Shirt features one-inch extra length, hemmed sleeves — amply cut for total freedom of movement without binding or chafing, and two collar styles. The full-fashioned knit collar lies flat and the fully tailored collar has a neckband designed to maintain the collar's shape and neatness. Tailored placket fronts feature four-button Continental or top-center styles. The shirts have two-inch side vents."

Edward J. Manley, E. J. Manley: "For 1975 we will feature a new look which is pattern pants and pattern shirts coordinated for men. All buying since the opening of our line has been very strong in this direction. We also feel strongly about our Solid story which includes solids with trim, and solids in a very soft color range."

We have included in our line, and they are being sold very heavily, novelty cotton patterns in both slacks and shirts. The most important fabric for 1975 will be cotton with texturized wovens following. It is our feeling that double knits will be the least important fabric for 1975."

Wally Phillips, Charles A. Eaton: "Men's fashions will continue to be bright and cheerful for 1975 — large checks and plaids, attractive stripes and interesting coordinates."

Ladies fashions will stress matching and mismatching coordinates featuring 3-4-5 or even more pieces in sets. These will combine dyed-to-match solids with eye catching patterns."

In golf shoes 3-color assortments with varying treatment of stripes will be very fashionable and we will see somewhat of a comeback of black and white. All white will continue to lead golf shoe sales."

It seems certain that shoes and softgoods will continue to be the big profit items in golfshop sales in 1975."