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A stainless shaft tested in play and in the lab.

Reports on our new shaft have been super. "It feels stronger and plays stronger."... "The new step pattern gives an explosive action through impact."

Flex, recovery and torque resistance are the same in each shaft. Independent laboratory tests proved this uniformity. Unlike chrome plated steel, our stainless shaft resists corrosion and metal fatigue inside and out. It will keep its strength and bright finish for years.

Two new Keller irons.

The Keller iron is now available in two *no*-offset models. Shaft-in-hosel and shaft-over-hosel. Rounded

sole and back make our iron easier to maneuver. The sweetspot is further out from the heel. Expands the effective hitting area. And reduces vibration on those queasy off-center shots. Lower center of gravity helps get the ball up faster.

Premium quality persimmon woods.

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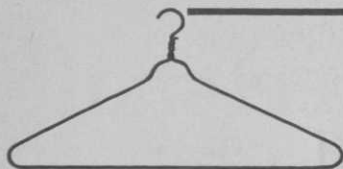
Mississippi. That's where we get ours. We're using this beautifully grained persimmon in our Keller heel-and-toe-weighted woods. Combine this with our stainless steel shaft for one of the best sets of woods money can buy. (Our premium persimmon costs a little more. But it's well worth it.)

Fansteel for graphite shafts.

Our first and *only* choice in graphite shafts is Fansteel. Their quality control is compatible with the high standards we've set for ourselves. The tapering of the Fansteel shaft is consistent. And the tip is firm. No torque or buggy whip feeling here. Recovery is on target every time. We're pleased to have Fansteel in our bag of fine golf equipment for '75.

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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.

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 compliment 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

text continued on page 20



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).



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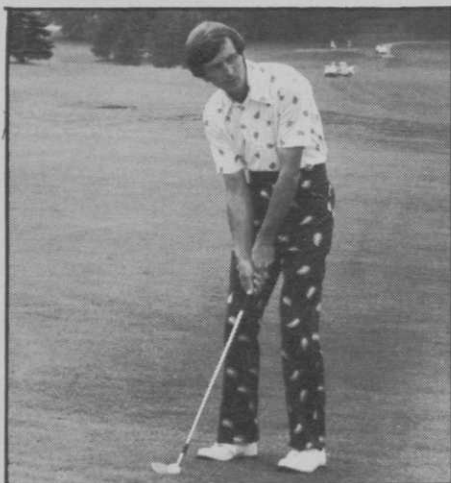
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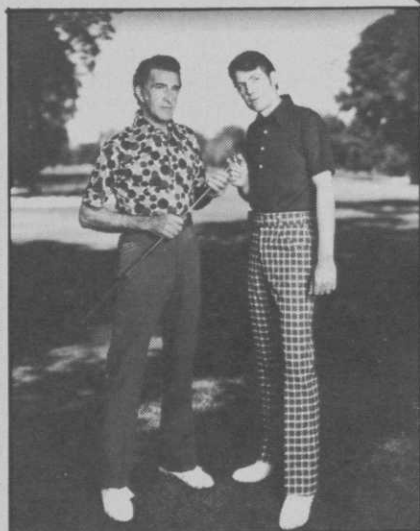
The Lee Company provides the "leisure look" in these white, slightly flared doubleknit jeans and matching shirt-jac. The comfort comes from the new non-glitter, snag-resistant doubleknit of 100% Dacron Polyester (\$50).



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.



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.

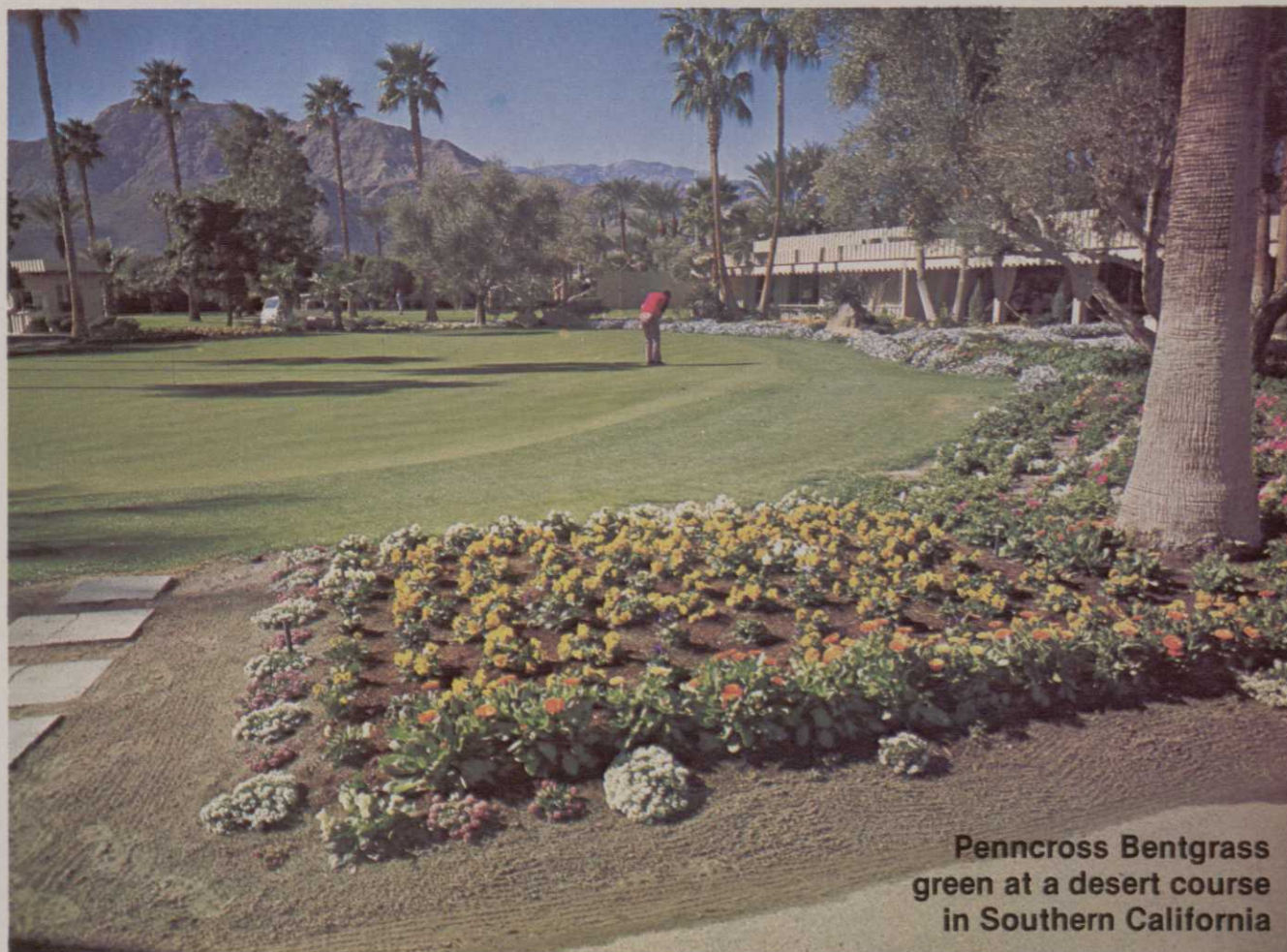


Etonic ladies apparel grouping for spring '75. At left, a solid slack in 100% woven textured Polyester, available in six colors. The slacks feature a comfort waistband, side seam zipper and pocket and are machine washable (\$26). The coordinated jacket has a full tab button front, tailored collar, large 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).



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)

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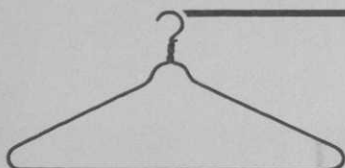
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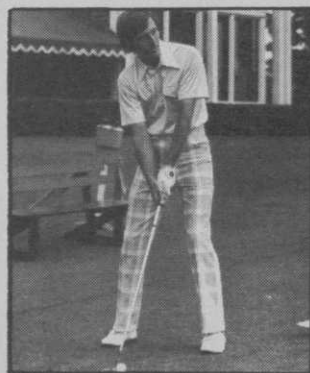
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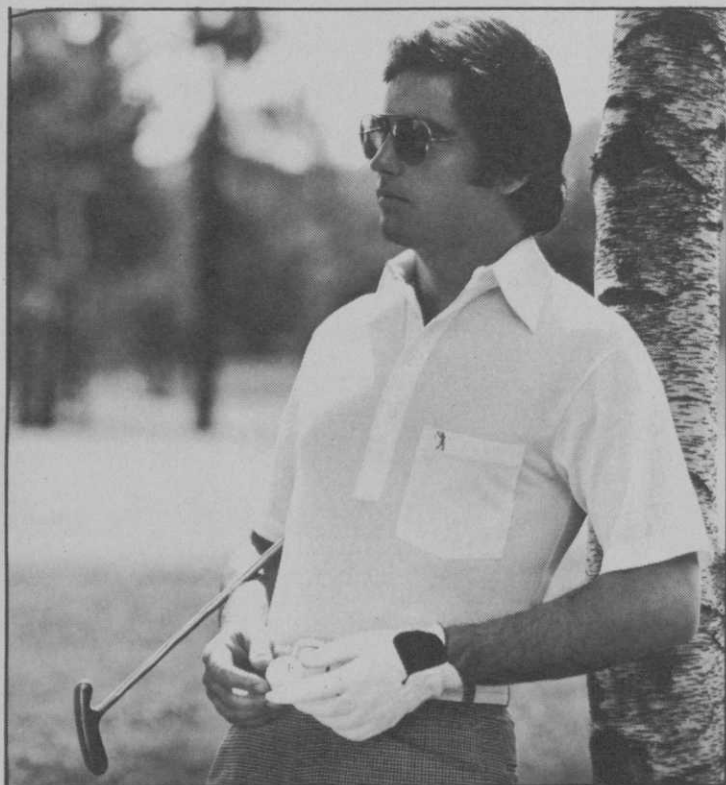
Mosaic, at left, is one of the new designs introduced into the Gentleman's Shirt™ by the Ben Hogan line for 1975. One of six new shirt models, Mosaic, is available in navy and white, pine and white, and canary and white (\$26). In addition to Mosaic, the AMF Ben Hogan Company has introduced Regent stripes,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



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).



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



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).

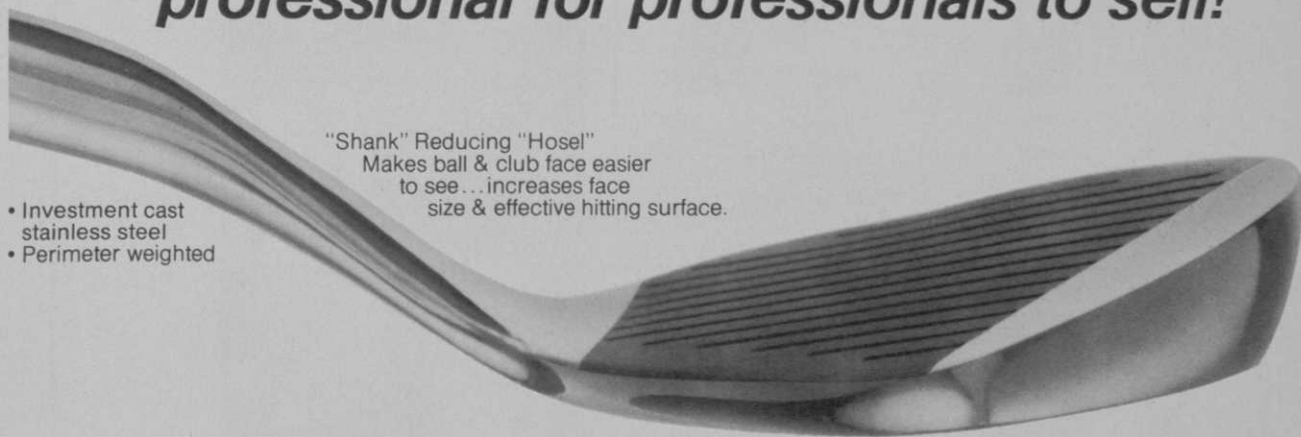


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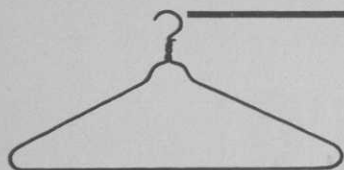


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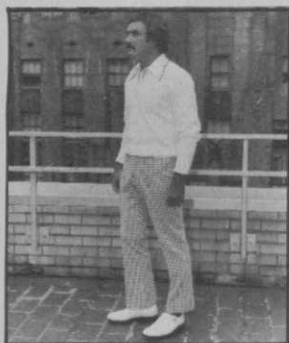
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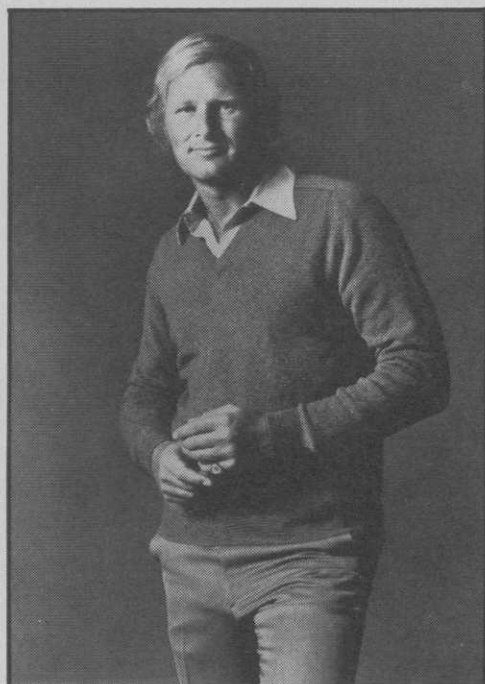
FASHION PREVIEW '75



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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FASHION PREVIEW '75



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).

text from page 12

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.

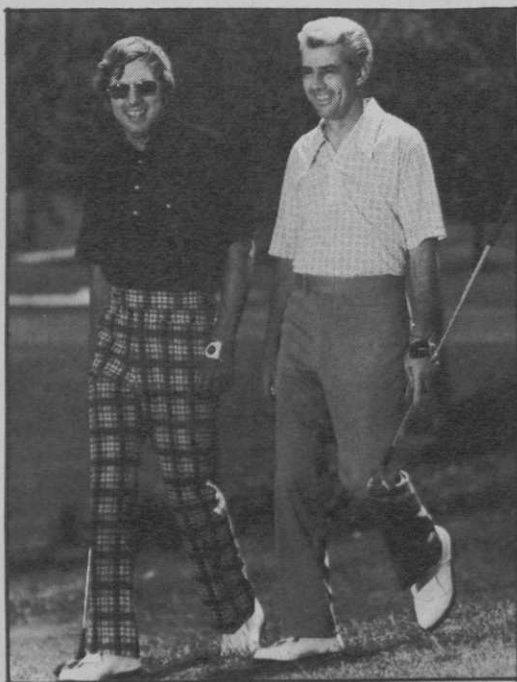
It is a fact of life that manufacturers and merchants, as well as the consumer, will tend to play it closer to the vest when the stock market is down, interest rates are up and top-level management is watching inventories and expenditures and is preaching caution.

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.