

## Those profit-making yarns



Manufacturers have come up with sweaters for fall that are designed to capture the attention of your customers. Gone is that certain sameness which marked last year's knitwear. This fall, each sweater seems to be unique in its own way, as evidenced by the samples shown on these pages. Unusual cable treatments, jacquard designs, jumbo plaids and stripes will be sought after for course and clubhouse. Everything about fall 1967 knitwear is bold—stitch, pattern, styling and color. These sweaters should create heavy traffic in pro shops.



Fall's array of sweaters is certain to dazzle your customers and put punch in your sales.

By **VINCENT J. PASTENA**

GOLFDOM Fashion Editor



From left to right: links stitch cardigan of 100% Acrilan with wide-stripe cable motif, by Etonic (\$15.95); eight-button, double-breasted cardigan of Kodel and wool, by Munsingwear (\$15); merino wool pullover with hand-fashioned cables, "hombre" tipping, by Damon (\$42.50); crossover cardigan of Shetland wool (\$22) and short-sleeve cowl pullover of Shetland (\$18), both by Bernhard Altmann; wool pullover with jumbo plaid front, by Jockey (\$14); jacquard design tunic of Acrilan, nylon and wool, by Jantzen (\$19), shown with Yves St. Laurent belt; stripe mitered-front pullover of 100% alpaca, by Parker of Vienna (\$75).