

# SWEATERS: FALL PROFIT WARM-UP

**Fall means sweater weather. An attractive group of sweaters lining the shelves in the pro shop will help keep golfers warm and sales hot. The sweaters shown on these pages suggest the various directions, in both fiber and design, that the professional can go for his sweater stock this fall.**

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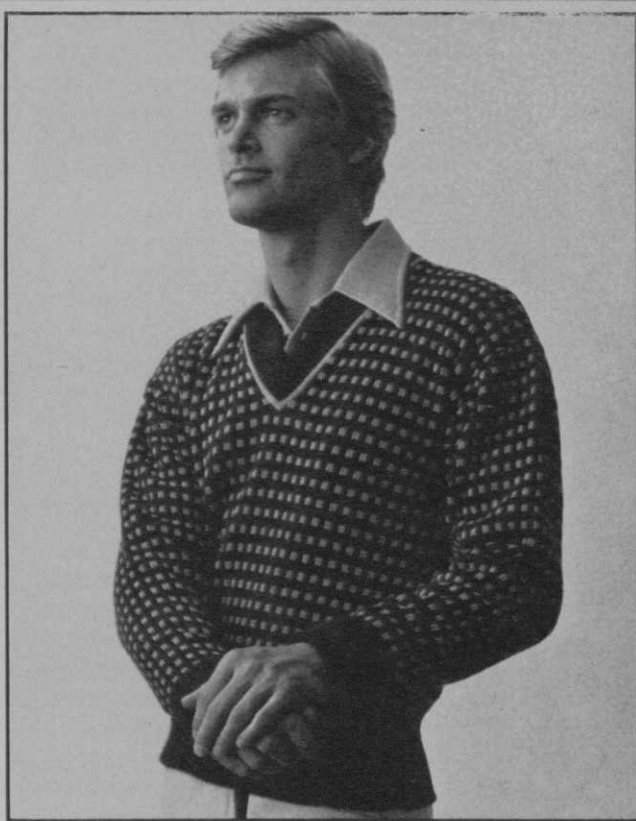


Photos by Jerry Abramowitz

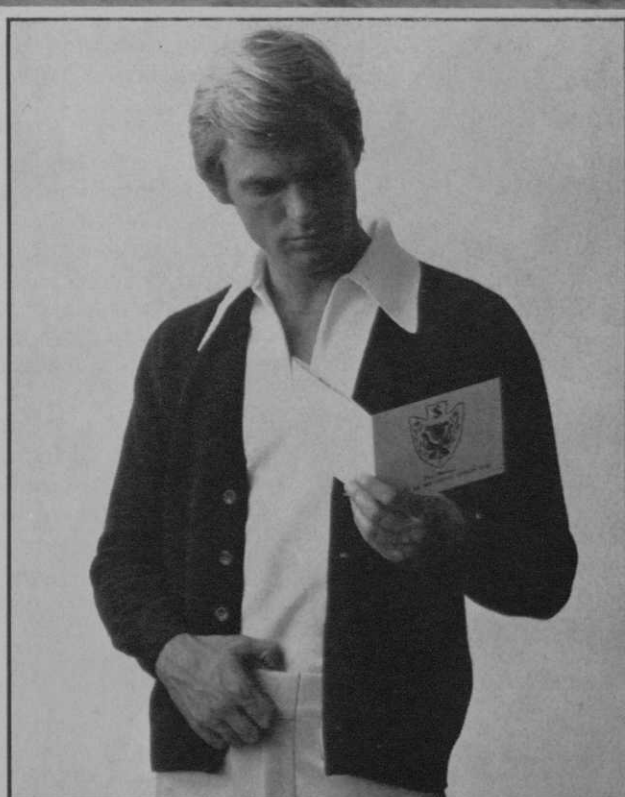
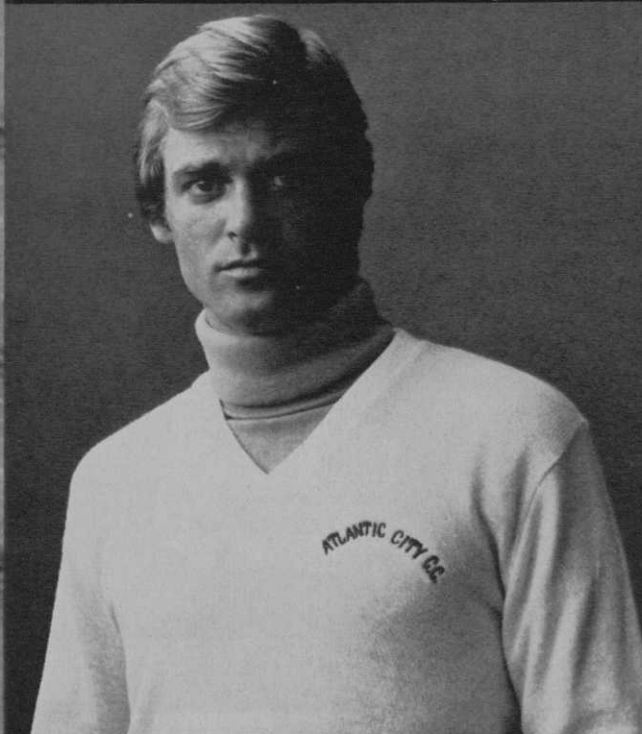
**UPPER LEFT:** An argyle cardigan in heather hues from Robert Bruce; 100 per cent Wintuk Orlon makes it practical at \$22.

**LOWER LEFT:** This rugged shawl collar cardigan is from Himalaya. Called the American Indian pattern, it's made of 100 per cent Wintuk Orlon. It sells for \$28.

RIGHT: Jaymar-Ruby suggests this sporty V-neck of 100 per cent Orlon. An over-all pattern banded in solid color at wrist, neck and waist, its neat look matches its neat price: \$20.

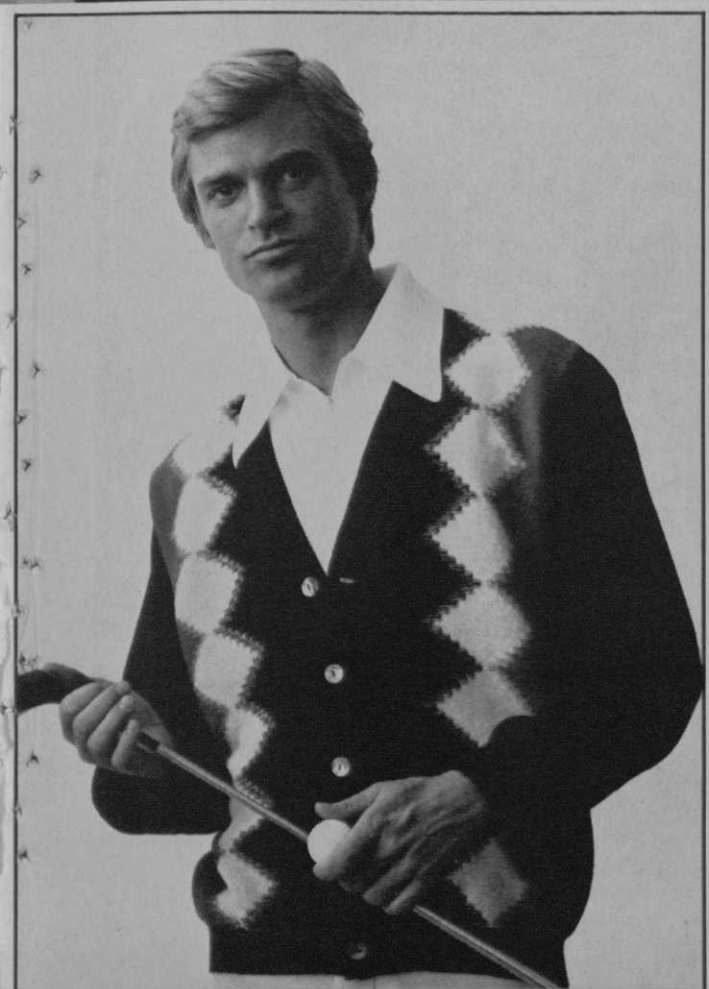



ABOVE: Gilison Knitwear makes a V-neck pullover of 100 per cent Orlon. It is available with club insignia and retails for \$12 without.



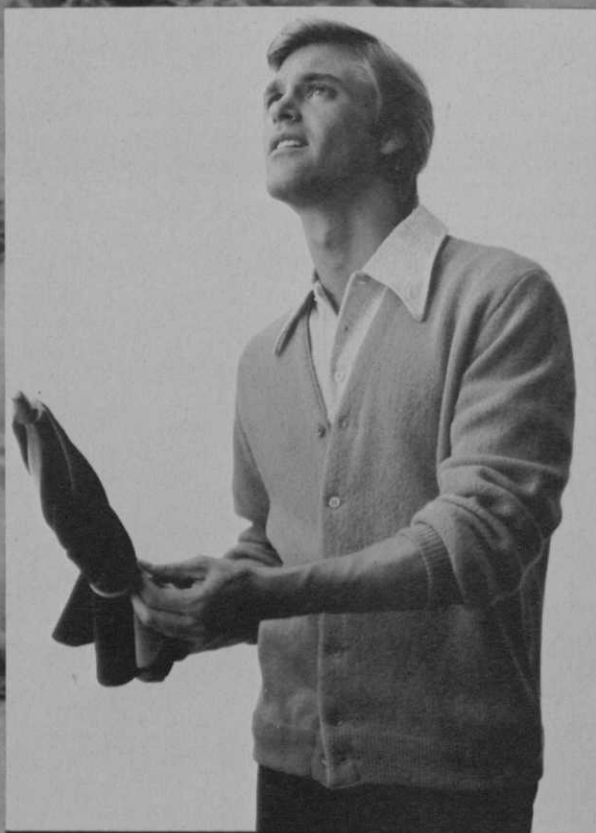
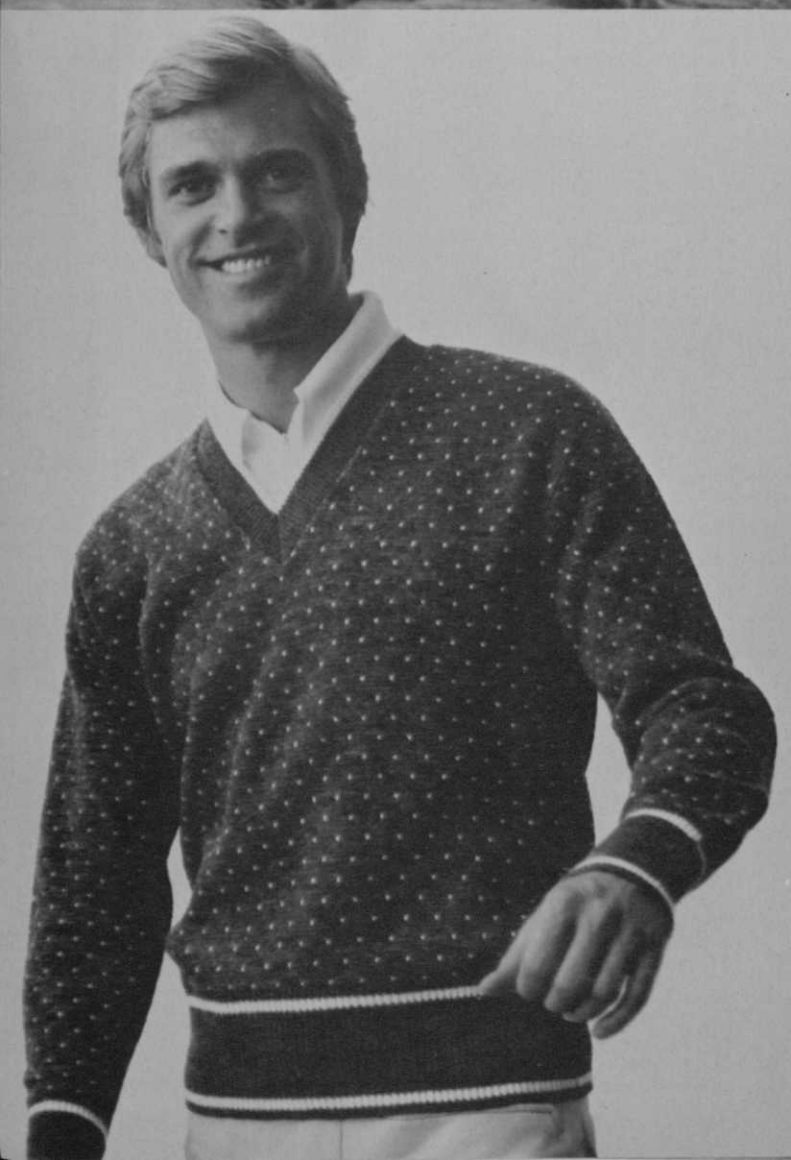
LEFT: This link-stitch alpaca cardigan is a fancy version of the golf classic. In bold red, white and black, it retails for \$70, from Parker of Vienna.

ABOVE: Pringle woolens are a tradition. And this cashmere cardigan is no exception. Comfort and good looks create a sweater that is never out of style. Cashmere, \$80; wool, \$38.





RIGHT: The shawl collar is big this year. And this one from Stanley Blacker looks just right. Not too big a collar, just a nice balance for this hip length ribbed cardigan. The sweater fiber is primarily lambswool, which means it's soft and conforms to the body. The generous cut allows plenty of movement. It sells for \$55.



LEFT: Etonic makes this patterned sweater in 100 per cent Wintuk Orlon. Bands at wrist and waist give it a finished look that pulls together shirts and slacks. Retail is \$22.

ABOVE: This classic golf cardigan is from Jantzen. Simple styling and the wool/alpaca blend give it the clean lines golfers like. It comes in a range of colors, retails for \$27.50.

# The News is Sweaters

The big fashion story for fall brings warming news for the golf professional. Sweaters will be everywhere, dominating the golfing scene. Of special interest to the golfer, and ones the professional should emphasize in his merchandising, are V-necks, cardigans and turtle-necks, all of which lead the parade toward the classic look. Emphasis is away from patterns, back to solids, particularly in turtle-necks, which promise to be major sellers this fall. Look also to the shawl collar cardigan as a sleeper item. Could be big news.

Because of cost increases, some wool knitters are finding difficulty competing in the popular-price ranges. So, look for more wool/acrylic blends.

One word of warning: wool and synthetic fibers will probably be in short supply. Place your orders early. Don't count on being able later to fill in with reorders. Manufacturers' inventories will probably be sold out early.

A wide variety of excellent fashion sweaters in wool, synthetics and blends are available for the golfer from a great number of manufacturers. Let's review here some of the characteristics of the choices available.

## NATURAL FIBER—WOOL

From fleece to fabric, from the time it is shorn from the sheep until it is worn by the golfer, wool goes through many processes. Starting out as raw wool or fleece, it is washed gently in a soap and water solution losing 30 to 70 per cent of its weight when natural grease (lanolin) and soil are removed. It is then spun into yarn and later knitted into the finished product. Dyeing can take place at several stages: 1) after the washing process, in which case it is called stock-dyed; 2) after spinning, when it is referred to as yarn-dyed or 3) after knitting, when it is called piece-dyed. Wool can also be printed by a screen process. Because wool is a porous fiber, color tints are absorbed right into its core to give rich, lasting hues.

**WASHABILITY.** Nature made wool washable; however, it usually shrunk, unless washing took place under the strictest of controlled conditions. Now, science has made wool *shrink*

*resistant*, too!

Many wool sweaters on the market now are shrink-resistant processed and labeled machine washable. *Remember*, however, not all wool sweaters are processed for washability, so be aware of this difference.

**SHOWER RESISTANT.** Another outstanding quality of wool is its repellency to rain. New wool can shed the rain of a brief shower or falling snow better than any other apparel fiber without special treatment.

**RESILIENT.** Wool is the most resilient of all fashion fibers with great recovery from distortion, a major reason it's so comfortable to wear.

**MOTH RESISTANT.** One of the problems experienced by owners of fine wool sweaters has been wool's susceptibility to moth larvae attack. Now, by means of chemicals that either kill or repel all wool-eating insects, scientists have been able to make wool garments moth-resistant for life.

**TYPES OF WOOL.** The most popular wools for sweaters are: 1) lambs-wool—in single or double ply, the most popular wool for sweaters; 2) Shetland—a heavier, more robust fiber seen most often in pullovers; 3) cashmere—the luxury sweater with the luxury feel; 4) alpaca—a hard finish, especially well-suited to the tight knit golf cardigan; 5) merino—a flat knit look, mostly used in lightweight garments, and 6) wool blends—a luxury blend of 70 per cent wool/30 per cent silk is available in a limited supply from one manufacturer. Used mainly in lightweight garments, the blend is about the same price as cashmere.

## MAN-MADE FIBERS

Before the advent of man-made fibers, clothing and other textiles were limited to such natural fibers as: cotton, wool, silk or linen. The first fiber synthesized from chemicals by the fiber industry was nylon.

Today, man-made fibers are made from plentiful, low-cost basic raw materials, which are found almost everywhere. The fibers can be engineered to exhibit special qualities and characteristics for specific purposes. A fabric can be made from one type of man-made fiber or may be a blend of fibers,

either natural or man-made, to provide a variety of characteristics.

**ACRYLIC** is the man-made fiber used most in sweaters, and of the acrylics, Orlon is the most popular in pro shops. Orlon sweaters are produced with different looks and "hands" (feel): 1) 100 per cent Orlon produces what we have come to know as the standard Orlon look; 2) 100 per cent soft Orlon has a cashmere-like hand; 3) 100 per cent Wintuk Orlon falls into two categories—a) Heather look with a Shetland hand and b) a solid shade with a lambswool hand; and 4) Orlon blends, consisting of: a) 70 per cent Orlon, 30 per cent alpaca, or b) 70 per cent Wintuk Orlon, 30 per cent alpaca. In addition to Orlon, some other acrylics are: Acrilan, Chemstrand, Creslan and Zefran.

Important points to remember regarding the care of articles containing man-made fibers are:

- 1) Fiber producers make fibers only. They do not make fabrics, garments or other finished goods.
- 2) It is the fabric construction, dyeing, finishing and manufacture of the article, in addition to the fiber—or blends of fibers—which determines the quality and performance of a sweater.
- 3) In order to understand what to expect in a sweater's performance, and in order to know how to care for it, it is important to know more than the generic names of the fibers present in the sweater.
- 4) Acrylics are usually soft, warm and lightweight. They are shape retentive, resilient and quick-drying.

When machine washing, use warm water and add a fabric softener during the final rinse cycle. Machine dry at a low temperature setting. Remove garment from dryer as soon as tumbling cycle is completed.

5) Manufacturers by law must provide specific washing instructions on hang-tags. These should be studied carefully with special attention to the methods recommended for care and cleaning.

Regardless of what your market research reveals about which price range and type of sweater is best for your particular situation, place your orders early and go out confidently and aggressively and get your share of this potential bonanza sweater year. □