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# Knitwear

## know-how

*In the fall, sweaters will  
be big. Here are the  
ABC's of yarns, stitches  
and stylings.*

By **VINCENT PASTENA**

GOLFDOM Fashion Editor

Fall, 1967 will be a season of experimentation, daring and creativity in knitwear. No single fiber or weave will dominate the field this year. Happily for the consumer manufacturers are vying with each other to come up with the most unique and imaginative ideas. And in terms of yarns and knit techniques, this means "anything goes." With an upcoming sweater season of such abundant variety, a glossary of some knitwear terms could prove helpful.

### Sweater Yarns

*Acrylics*—synthetic yarns known for their softness, lofty texture, warmth with a minimum of weight and shape retention. Garments made of these yarns offer easy care — machine washable; shrink, wrinkle, moth and mildew resistant; no blocking necessary. Some popular acrylics: Acrilan, Creslan and Orlon.

*Alpaca*—a soft, lustrous fiber from the Peruvian llama. It has a strong affinity for dyes, and looks particularly handsome in bright colors. The alpaca V-neck cardigan with bell or modified bell sleeves often is considered the classic golf sweater. Alpaca sweaters are favored by many golfers for their freedom in action and wrinkle resistance.

*Camel's hair*—yarn made from the

hair of the Bactrian camel (S.W. Asia). It has a soft, silky texture. Garments are particularly attractive in the light tan that is now known as "camel" color.

*Cashmere*—a fine wool from the undercoat of Kashmir goats. The fiber has almost become a synonym for luxurious softness. It takes dyes in a manner which produces shades of singular softness.

*Chenille*—from the French word for caterpillar, a yarn with a pile protruding all around at right angles, producing a rug-like, close pile knitted texture. The term also is used to describe a stitch that produces sweaters with an all-over nub. These sweaters will be seen this fall.

*Heather*—refers to a mixture of different colors dyed and blended together before the wool is spun. Two or more colors can be used to give numerous shaded tones. Heather knitwear offers a wide range of coordination with various solid-colored accessories.

*Lamb's wool*—the first shearing of lambs from seven to nine months old.

*Merino*—a soft, fine wool with great elasticity. It is frequently used in flat, double-knit golf sweaters of fine quality.

*Mohair*—a strong, long, curly hair with a soft, silky texture from the Angora goat. Blended with wool and synthetics or used alone, it produces lofty sweaters without excess weight.

*Polyesters*—synthetic yarns known for their crisp, neat appearance and exceptional shape retention in knitted garments. They are impervious to sun, mildew and moths. Some familiar polyesters: Dacron, Fortrel, Kodel, Vycron.

*Shetland*—a yarn spun from the fine undercoat of sheep raised in the Shetland Islands. It produces sweaters that are soft and fleecy.

*Worsted*—a compact, smooth yarn spun only from the long wool fibers. The fibers, lying parallel, are twisted together in a uniform fashion. Worsted-spun yarns are said to wear longer.

*Virgin wool*—wool that is being used for the first time in a fabric, as opposed





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## 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).





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**Supt. HOWARD McCARTY says,**

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*With any chemical, follow labeling instructions and warnings carefully.*

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*through Chemistry*



# PGA exhibitors rate show high

*GOLFDOM's survey reveals that sales and attendance at the Florida show in January were well up to the companies' expectations.*

Despite the continued success each year of the PGA Merchandise Show, it is always possible to make improvements. It was with this thought in mind that GOLFDOM recently conducted a survey among the exhibitors at the show held last January in Florida.

Interest in the survey was high, as indicated by the 64 per cent return on questionnaires. (A survey conducted among the professionals attending the show will be published in August.)

While pro attendance was considered satisfactory by all but 5 per cent of the respondents, there were a couple of sour notes sounded about this and especially the question of barring the general public from the show.

Nearly two-thirds of the exhibitors were for restricting the show to professionals only, mainly because they considered this a trade show—designed for sales, and not just chit-chat—where the public was so much useless, and time-consuming clutter.

Although few in number, there were some negative comments on the physical plant of the show and the eating facilities. There were also suggestions that the show has got to the point where it should be held in a permanent structure.

On the question as to whether there should be a second PGA Merchandise Show in a western location, to be held shortly before or after the Florida show, the exhibitors were about evenly divided. The "Noes" won out by six per cent.

Sales were good at this year's show, as shown by nearly 70 per cent of the

exhibitors experiencing higher sales over the previous show. Only 10 per cent had lower sales. Also, the fact that 97 per cent of the exhibitors have decided to exhibit at next year's show augurs well for PGA shows held in the future.

Here are the results of the survey:

**How long has your company been exhibiting at the PGA Merchandise Show?**

1st year	9%
2 years	8%
3 years or more	83%

**Did you find pro attendance at this year's show:**

Satisfactory	95%
Unsatisfactory	5%

**Do you think the general public should be barred from future shows?**

Yes	64%
No	36%

**Do you plan to exhibit at next year's PGA Merchandise Show?**

Yes	97%
No	3%

**Would you like to see the 1968 show held at the same location as this year's show?**

Yes	97%
No	3%

**Would you like to see a second PGA Merchandise Show held shortly before or after this show in Southern California or some other western location?**

Yes	47%
No	53%

**Were your sales at this year's show more than, equal to, or less than your sales at last year's show?**

Sales more than last year	68%
Sales equal to last year	22%
Sales less than last year	10%

*continued on next page*



## Survey Comments

*continued from preceding page*

**Do you find more pros waiting for the show before buying for the season, buying before or after the show, or doing all three?**

Waiting for show to buy	12%
Buying before show	8%
Buying after show	5%
Buying before and during show	20%
Buying during and after show	5%
Buying before, during, and after show	50%

**In your exhibit did you show**

Clubs and bags	18%
Balls	14%
Apparel	21%
Shoes	8%
Accessories	17%
Golf cars	6%
Pro shop supplies	6%
Golf course supplies	2%
Other (listed below)	8%

Golf carts, gloves, specialized luggage, turf trucks, novelties, putters and related items, golf films and publications, driving range equipment, new golf club refinishing system, practice range equipment, display fixture for the pro shop.

## Exhibitors' comments

One of the questions in GOLFDOM's survey invited the exhibitors at the last PGA Merchandise Show to express constructive criticism of the show. A representative sampling of the answers follow:

"Professionals should be required to wear a name badge of a certain color. Assistants should have another color and guests, another color. Would like to see show run five or six days. Timing of show should be between club championship and seniors. Suggest the supply of advance material, so manufacturers can help advertise show. We send gummed labels out on invoices."

"It was obvious that not too many of the southeastern Pros were there. Of course these are the accounts we like to build. Perhaps you could push more in this area."

"I would suggest to the committee allotting booths that they keep all club

manufacturers, ball manufacturers, and related items together, rather than take a club manufacturer and put him off all alone in a corner with golf cars. I feel a pro can make better comparisons if he doesn't have to run all over the area."

"Have special hours allotted for professionals only."

"The eating facilities are very bad. There is one small dining room, and everyone tries to get up there all at the same time. Other facilities, we think, should be arranged."

"Retain the show date of just prior to the Seniors, as used this year. Limit the show to professionals only so that all the time spent at the show by exhibitors can be devoted solely to potential buyers."

"Somehow, get the pros to attend the show. It's their show—for their benefit. They can see all kinds of merchandise, make comparisons, get sales help, but this is possible only if they take advantage of the displays."

"Good old common drinking water in the tent area and more snack and coffee bars."

"Limit the exhibitors to those who call on and sell the pros year round and perform a real service. Eliminate those who come to the show and sell four days and never see a pro again until the next year."

"Completely satisfied with the running of the show."

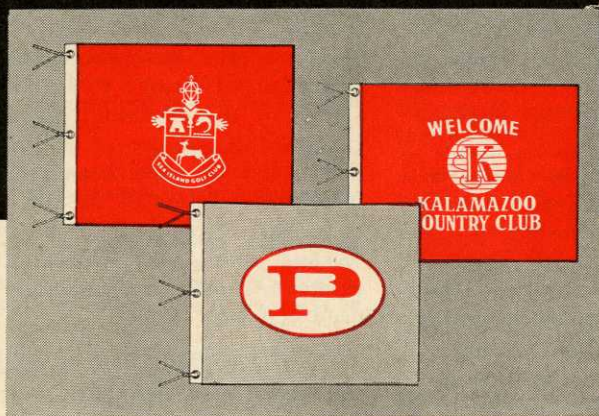
"Eliminate the public. All this does is to give a false idea as to how many people are there. If you want a show for the public, then have it at a different time. They clutter up your space and then the real buyers or potential buyers go because you are too busy!"

"Continued cooperation between the P.G.A. officials and the Manufacturers & Distributors Organization has upgraded the show tremendously and with the qualified people serving both organizations it is bound to be better. Encourage all P.G.A. members and all exhibitors to

*continued on page 40*



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## Survey Comments

*continued from page 38*

present their ideas to one or another of these groups."

"Extend the length of the show to six days."

"Better lighting, exclude general public, unless accompanied by a golf pro."

"Excellent show."

"The P.G.A. should stress better attendance by their members."

"Insist that every professional wear the badges given to them."

"More news coverage in trade journals calling attention to show thus establishing it as a yearly fixture resulting in pros planning their buying accordingly."

"Overlooking the obvious suggestions, such as providing an exhibit tent without holes in the roof, etc., there could, and should be, a much more effective education job done by the P.G.A., aimed at the buying golf professional, concerning his obligation to support this merchandise show."

"Considering my company's total investment in the show, covering transportation samples, personnel models etc., we as one exhibitor spent a few thousand dollars in order to be in attendance there, and it is a little heart-breaking to find so many of the golf professionals using the exhibit as a means of doing their own personal shopping rather than shopping and buying stock merchandise for their club shop. This is certainly an area where the P.G.A. could provide enormous help, even if that help were limited to issuing a bulletin to the attending professionals reminding them of the amounts of money exhibitors have spent to bring their 'business' to Florida and that this expenditure should be respected."

"Public admission to this show is at best a nuisance, and at worst a complete interference with the running of a business out of the exhibit booth. This is a professional, wholesale manufacturers

show and there is no place in it or at it for the consuming public."

"One more note concerning a question in your survey about the possibility of an additional merchandise show somewhere out west. I had the misfortune to attend the 'Western P.G.A. Merchandise Show' held in Las Vegas last September. As usual, manufacturer cooperation was high, but the cooperation from the local professionals and the P.G.A. section heads was missing completely. These shows must deserve more intelligent educational effort on the part of the P.G.A. officials before they can succeed in drawing manufacturer interest as exhibitors."

"Make the pros aware that the show is for their benefit and stress the importance of attending."

"More golf tournaments during show time to attract more pros."

"You might consider a drawing at the end of each day with a non-golf item as a prize. Each booth would carry a number of blanks to be filled and signed by the exhibitor only after pro purchased X amount of dollars (to be determined by show management). It would be the duty of the pro or buyer to see that his number which would correspond to his ticket filled out by the exhibitor is put in the barrel for the day's drawing."

"Would suggest show be held in the fall, October or November in a central city of U.S., St. Louis or Memphis, Tenn. would be great."

"Would like to see better booth arrangements and better tent. Also additional booth space."

"More space in aisles, and better ventilation facilities."

"Insist upon the P.G.A. to instruct members to come to the show and to buy from manufacturers. We're there to do business and not just to show off our merchandise/line and talk about the weather. We want and need orders."

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