Knit Your Own

Squaw Valley Sweater

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Squaw Valley, California, the site of the 1960 Olympics, was the inspiration for a portion of the sweaters shown. This gives the all-American look to the sweaters originally influenced by the Scandinavians.

The clear, crisp air of the northern countries demands that the Norsemen and women be warmly dressed, yet the action involved in skiing calls for as little bulk in clothing as possible.

The ski sweater fills both of these practical aspects. It is closely knit with heavy enough yarn to provide warmth without bulk. Combine this with the freshness and simplicity of the designs of Scandinavia and you have not only a wearable sweater, even on the coldest Iowa condition to you.

Sweaters have become popular among the college population.

Match this desire to create "custom-knit" something really attractive out of itself.

Sweaters can be great variety and texture, and machine-washable.

There are as many styles...
It's not a lovely idea to wear the mainstay of your wardrobe.

There's the mark of the innate qualities you have the male college.

Increasing popularity with the innate qualities you have the sweaters. There's nothing in creating the tweed sweaters.

Knit made from a combination of materials, from the hair and the yarn to the novel sweaters. They are available in many colors.

There are occasions to wear them—from the classic pullover and cardigan to the novelty sweaters with collars, buttons and ties.

Some of the very earliest examples of the use of design to enhance everyday items are from the Scandinavian countries.

These craftsmen believe that design evolves. If it is good, it lasts. And these simple designs have lasted for centuries and are just as pure and beautiful applied to today's sweaters as they were yesterday.

Pictured here are just a few of the sweaters you can knit yourself. Remember, knitting is no longer just for grandmas in rocking chairs, although they are probably the best teachers of the art.