Brockton to use air delivery in West

Brockton Footwear, Inc., manufacturers of the Foot-Joy and Ben Hogan golf shoe lines, has announced a new fast delivery service for the states of Arizona, Calif., and Nevada. The service is operated in conjunction with American Airlines.

Orders for Foot-Joy and Ben Hogan shoes are flown to Los Angeles where they are then delivered to the Los Angeles Post Office. The service is better than maintaining a shoe warehouse in the west in that orders are filled at the factory, assuring against a warehouse being out of stock.

Customers in the area serviced will only be charged the regular parcel post charges from Brockton to the delivery point although they will receive the benefit of air transportation.

According to Richard N. Tarlow, treasurer of Brockton Footwear, the service will be built up to three times a week. It is believed that Brockton Footwear is the first company in its field to offer this service.

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