Shoes with sales appeal

Smart styling and bold color puts new “profit punch” in golf footwear this year.

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With the great emphasis placed on total coordination in golf apparel, golfers will show more interest this season in style and color when shopping for shoes. Manufacturers have recognized that, today, golf footwear must play an important part in the fashion scene as well as in the field of golf equipment. While continuing to make improvements in the comfort and efficiency of golf shoes, manufacturers have turned a keener eye toward new style and color trends in designing their lines. On these pages are some of the imaginative shoe styles that will capture the attention of pro shop customers this season.

For descriptions of shoes pictured here, turn to page 45.

Photographed at Marco Beach Hotel & C.C., Marco Island, Fla., by Ozzie Sweet
The ABC’s of golf shoe styles

With the increased emphasis on style in golf shoes, a young pro shop assistant could be staggered by the seemingly technical language used in a manufacturer’s catalogue to describe the various models in a footwear line. However, a knowledge of a few basic descriptive terms could clear up any confusion and serve the budding merchandiser as a useful tool.

Almost any shoe may be described with exactness by using these basic terms in combinations. Descriptions usually fall into four parts: color, material, toe style, and fastening method. For instance, a typical description would be stated as a “brown calf wing-tip blucher.”

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