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.”

continued on next page
Color presents no problem. However, the material category is growing rapidly in variety. Some of the more common materials found in golf shoes are calf-skin, natural or simulated alligator and other reptiles, and Corfam. These are used for the entire shoe or in combinations of two for contrasts in texture. Kangaroo, suede and patent leather also are being seen more on the fairways these days. Here are some features that will enable your assistants to recognize these materials more readily.

Calfskin is a light weight, supple leather which has great strength and natural elasticity. It has a smooth surface which takes a high polish. Calfskin may also undergo a process called “boarding” to produce a grained finish. In Shoe P, smooth and boarded calf are used.

Reptile skins. Of all reptiles, alligator is most commonly used for golf shoes. Good grade natural alligator shoes can be extremely expensive. However, the scale patterns of alligator and lizard frequently are simulated on other leathers or synthetics (See Shoe N).

Corfam is a synthetic noted for its easy care and durability. It may be processed to simulate several natural leathers.

Kangaroo is a smooth-surfaced leather that is extremely supple and light—yet tough. It takes a high polish.

Suede is a napped or brush-surface leather produced from calf, side, and other leathers (See Shoe M).

Patent leather is quickly identified by its smooth, hard, high-gloss surface. For golf shoes, it frequently is used in combination with other materials, primarily for color accent and texture contrast.

The toe style category is best covered visually. Among the more common treatments in golf shoes are the wing-tip (Shoe L), the long wing (Shoe K),

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to the feet, and these have a great deal of influence on style.

Bal has a "V" opening at the throat of the shoe which is secured with eyelets and laces (See Sketch 1 page 45).

Blucher utilizes two flaps that are either extensions of the quarters—those sections of the shoe upper from heel to vamp (face section of shoe upper)—or insertions on the sides of the throat area. The blucher also is fastened with laces and eyelets (See Sketch 2 page 45).

Strap and buckle fastenings are be-

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coming more common in golf shoe lines. Two basic types are the monk strap and engineers strap. The monk strap is a long extension of one of the shoe's quarters that runs across the throat to a buckle on a shorter extension of the opposite quarter. (Sketch 3, p. 45). The engineers strap and buckle utilizes two separate pieces of leather that are sewn on either side of the throat.

Gores are an integral part of the new slip-on golf shoes. These elastic inserts on the sides or front hold the shoe snugly on the foot. Gores may be hidden by tongue of shoe or visible (Sketch 4).

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