

WINGS OF GOLF



Photographed by Jerry Abramowitz

The wing tip with its variations—wing-saddle, shield tip, saddle-shield—continue to be a best-seller in golf shoes. The reason for this popularity is that the “tip” treatment lends itself especially well to the two-color, two-tone look and permits striking color combinations and high fashion styling. The wing tip has taken on even more significance now because it is a natural with the current “classic look” in apparel.

by Dick Farley
Fashion Director



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for information on
shoes shown here.

You can cover up the name but not the Power-Bilt experience.



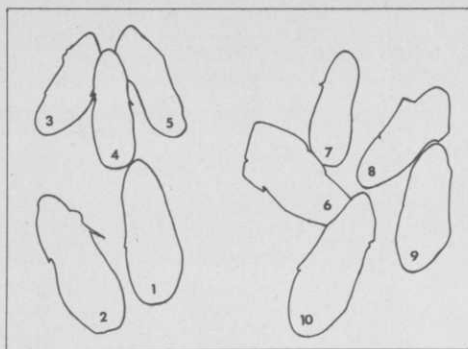
Reports come to us all the time that a lot of pros put the punch of Power-Bilt woods behind their annual tour winnings. Even golfers who aren't on the H&B Advisory Staff. We're proud of that kind of acceptance. It proves there's a special feel about the Power-Bilt experience. Ask your pro about Power-Bilts, the Master-Matched woods with brass behind every shot.

The POWER-BILT experience

HILLERICH & BRADSBY CO.
Louisville, Kentucky
Sold in Golf Professional Shops only.

WINGS *continued*

1. PRO-SHU Brown, tan and white; guaranteed waterproof; wingtip; \$27.50.
2. BEN HOGAN Black and brown poromeric; wingtip saddle; \$36.
3. JOHNSTON & MURPHY Brown pandora patent with white grain poromeric; \$57.50.
4. ROYAL PLUS Brown, beige and white; square toe wingtip; \$24.95.
5. STYLIST White and brown leather wingtip; \$39.95.
6. STYLO Black grain, one piece injection-molded; waterproof chukka boot in classic wingtip; \$22.95.
7. DEXTER Black, white and burgundy saddle wingtip; \$30.
8. ETONIC Brown simulated tortoise and white poromeric wingtip; \$54.95.
9. DUNLOP Red, white and blue; 100 per cent waterproof; saddle wingtip; \$19.50.
10. FOOT-JOY Tan calf; wingtip saddle; \$55.



Materials in golf shoes for 1974 generally fall into three generic categories: leather, polymeric and poromeric. Because most people are familiar with leather and its characteristics, let's look at the other two categories.

Polymeric is a vinyl material that conforms to the foot. Because it is impervious to water, this material is used in most waterproof shoes.

Poromeric is not a vinyl, although it is a man-made material very similar to vinyl. This material can "breathe."

Shoes constructed of these two man-made materials are easier to maintain than leather.

Color trends for 1974. All-white is still the top selling color in golf shoes. Also very popular are combinations with white. Brown seems to be coming back and will supplant black.

Styles for 1974 continue to focus on the "tip" look, with stripes gaining interest, along with classic finishes and textures, such as patent, tortoise, alligator, snake and lizard.

When buying shoes for the pro shop, limit your stock to at least a minimum size run in any one style. A minimum size run in men's shoes would be 12 pairs. Nine to 11C and eight to 11D is a good run.

One shoe manufacturer suggests that professionals stock a maximum size run in one basic style rather than stock a sampling of 12 different styles. With the basic shoe the professional can custom fit the shoe to his customer, has a better chance of selling the shoes on the spot and has the additional option of ordering another pair from the catalogue.

It's better to stock more than 12 pairs, of course, if you are serious

about selling shoes.

The approach to selling shoes in the pro shop is basically no different than the techniques in any shoe store.

First, find out the customer's size. This is an important first step because if the professional shows his customer the shoe styles first, the professional may inadvertently be leading the customer away from the inventory. The idea is to capture the customer's interest in the shoes in the shop that are right for him. Only then it is possible to sell him a pair of shoes.

Take time out to learn the shoe line. Understand the different parts of the shoe, its qualities and advantages of the materials from which it's made. This kind of professionalism can frequently make the sale.

Outline to the customer the advantages of owning a second and third pair of shoes: It's hard on the feet to wear the same pair of shoes two days in a row and it's hard on the shoes. Shoes, like clothing, will last much longer if they are allowed to rest and air out.

Display is important. Shoes must be displayed to be sold. Because golf shoes are a fairly high ticket item and are worn by virtually every golfer, they should be displayed in a prominent place in the pro shop.

A bonus sale for the professional's shoe department can be shoe trees. Shoe trees for golf shoes should be wooden, preferably unfinished. They will absorb moisture and will greatly increase the life of a shoe.

The golf shop is the most practical place to sell golf shoes because it serves only the golfer. You can gain extra profits by selling golf shoes in a professional way. □