

Shoes with sales appeal

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

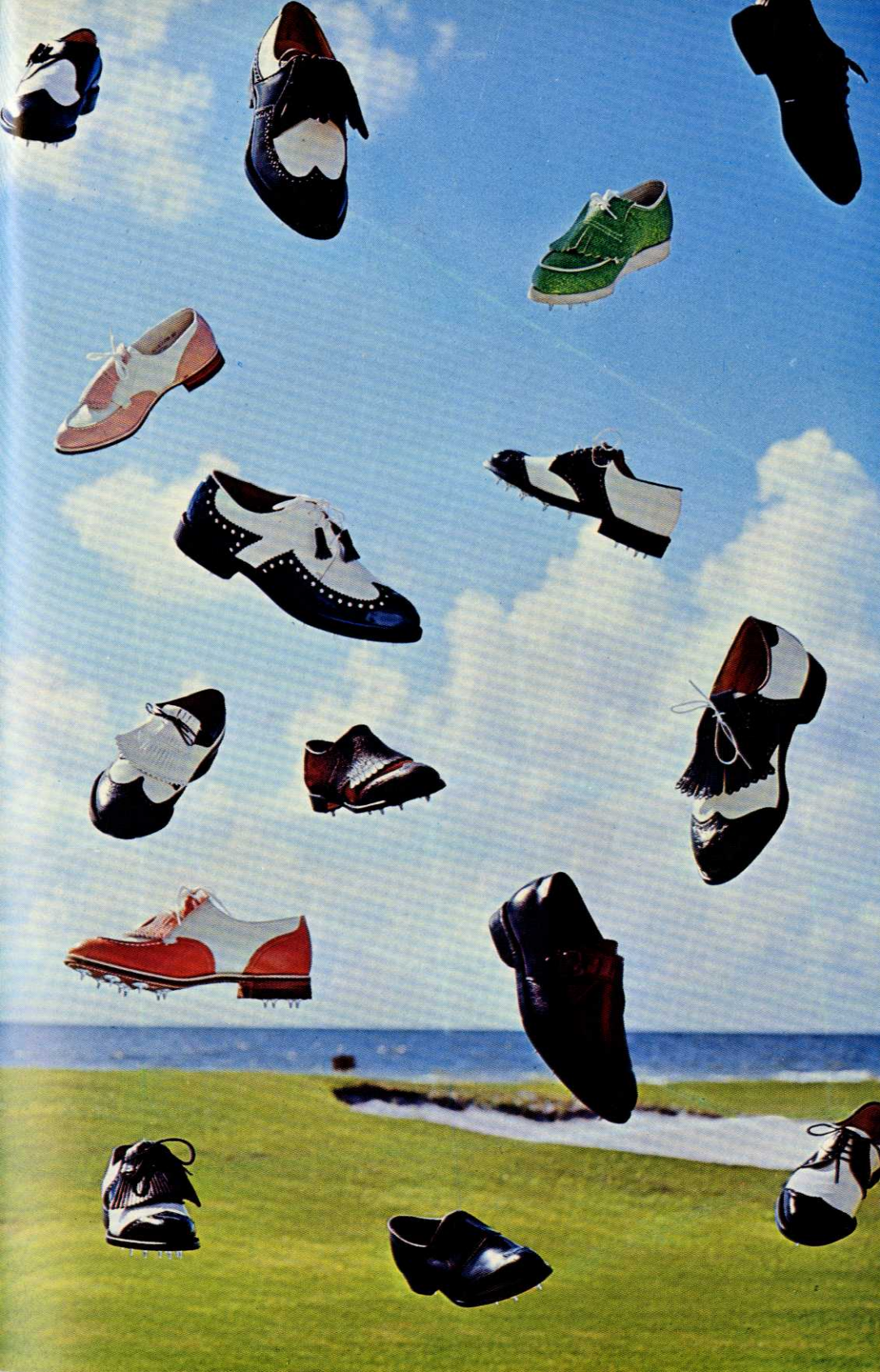
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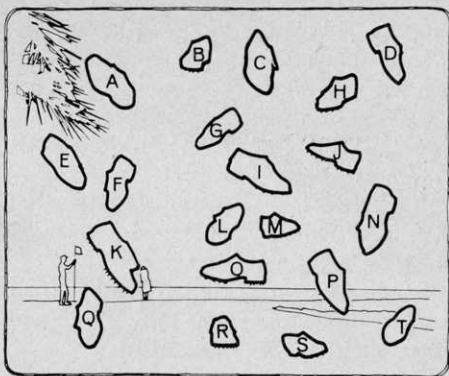
With the great emphasis placed on total coordination in golf apparel, golfers will show more interest this season in style and color when shopping for shoes. Manufacturers have recognized that, today, golf footwear must play an important part in the fashion scene as well as in the field of golf equipment. 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







Shoes with Sales Appeal Index

- A) "Mulligans" by Weinbrenner; men's plain-toe Oxford of black grained leather; note the red vulcanized sole for wider spike arrangement (Style #2257: \$17.95).
- B) "Scotch Par Buckle" by Connolly; men's wing-tip golf shoe of black boarded calf and white finely-grained Corfam; features strap and buckle (Style #1907: \$40).
- C) Johnston & Murphy dark cherry Mira and white grained Corfam wing-tip golf shoe for men (Style #2706: \$45).
- D) "Mustangs" by Roblee Div. of Brown Shoe; a grained bal saddle with Cat's Paw "Mira-Grip" sole; can be worn on the course or in the clubhouse (Style #976R07: \$22).
- E) Ben Hogan ladies' golf shoe in vivid gold tweed with piped overlay; cushion crepe sole (Style #46680: \$13.95).

- F) G. H. Bass men's saddle Oxford in black smooth and white grained Corfam (Style #GS1549: \$27).
- G) Lazy Bones moc style ladies' golf shoe in gingham pink and white leather (Style #481: \$17.95).
- H) Par-Pals ladies' golf shoe in green tweed with overlay blucher piped in white (Style #W830: \$14.95).
- I) Stylister men's wing-tip golf shoe in Key Largo blue patent and white Corfam (Style #2333: \$42.50).
- J) Ben Hogan green shiney Corfam and white Galaxy Corfam golf shoe for men; shield tip saddle blucher (Style #42366: \$32.50).
- K) Etonic black and white Corfam golf shoe for men with long wing-tip blucher (Style #7563: \$42.50).
- L) Weinbrenner "Mulligans;" black and white grained leather golf shoe with long wing-tip blucher (Style #2271: \$22.95).
- M. "Stroke Master" by E. E. Taylor; wing-tip slip-on golf shoe in genuine camel leather and suede; side-gored for snug fit; attached shawl (Style #6705: \$32).
- N) Etonic men's golf shoe in Everglades green simulated alligator and white Corfam (Style #7552: \$45).
- O) Lazy Bones ladies' moc style golf shoe in orange and white leather (Style #682: \$17.95).
- P) Foot-Joy black boarded calf and black smooth calf plain-toe golf shoe for men; features monk strap (Style #51359: \$45).
- Q) Etonic ladies' golf shoe in very finely grained Corfam and smooth powder blue Corfam (Style #8244: \$29.95).
- R) Johnston & Murphy black and white shield tip saddle Oxford of Corfam; attached shawls (Style #2710: \$45).
- S) Pro-Shu laceless golf shoe for men in black calfskin; attached kiltie; gored for snug fit (Style #900: \$37.50).
- T) Bridgewater men's imperial wing-tip golf shoe in black and white fine-grained Corfam (Style #1380: \$34.95).

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 bud-

ding merchandiser as a useful tool.

Almost any shoe can 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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