

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).

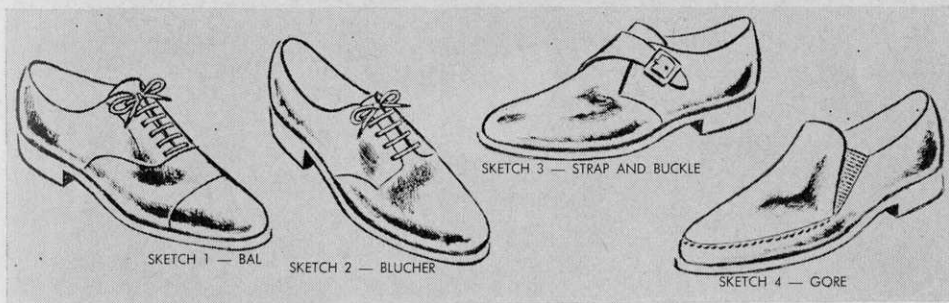
## The ABC's of golf shoe styles

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."

continued on next page



## ABC'S-GOLF SHOES

*continued from preceding 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 calfskin, 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, alliga-

tor 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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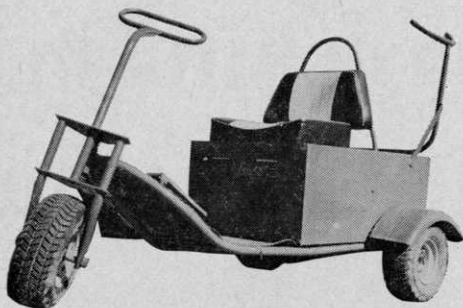
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## ABC'S—GOLF SHOES

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shield tip (Shoes J and R), moc style (Shoes G and O), overlay (Shoes E, H, and Q), and plain toe (Shoes A, D, P, and F). In addition, a popular treatment across the throat of a golf shoe (the mid-section) is the saddle (Shoes D and F). The saddle style often is combined with the shield tip (Shoes J and R).

There are four common methods of securing shoes 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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## ABC'S—GOLF SHOES

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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). •

## Prolong Life of Golf Cars

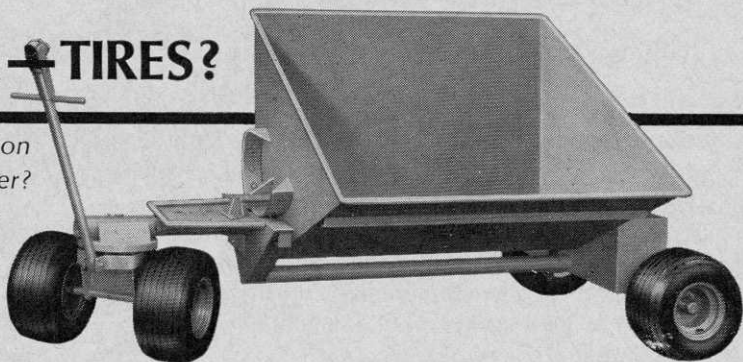
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