



Shoes with sales appeal

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

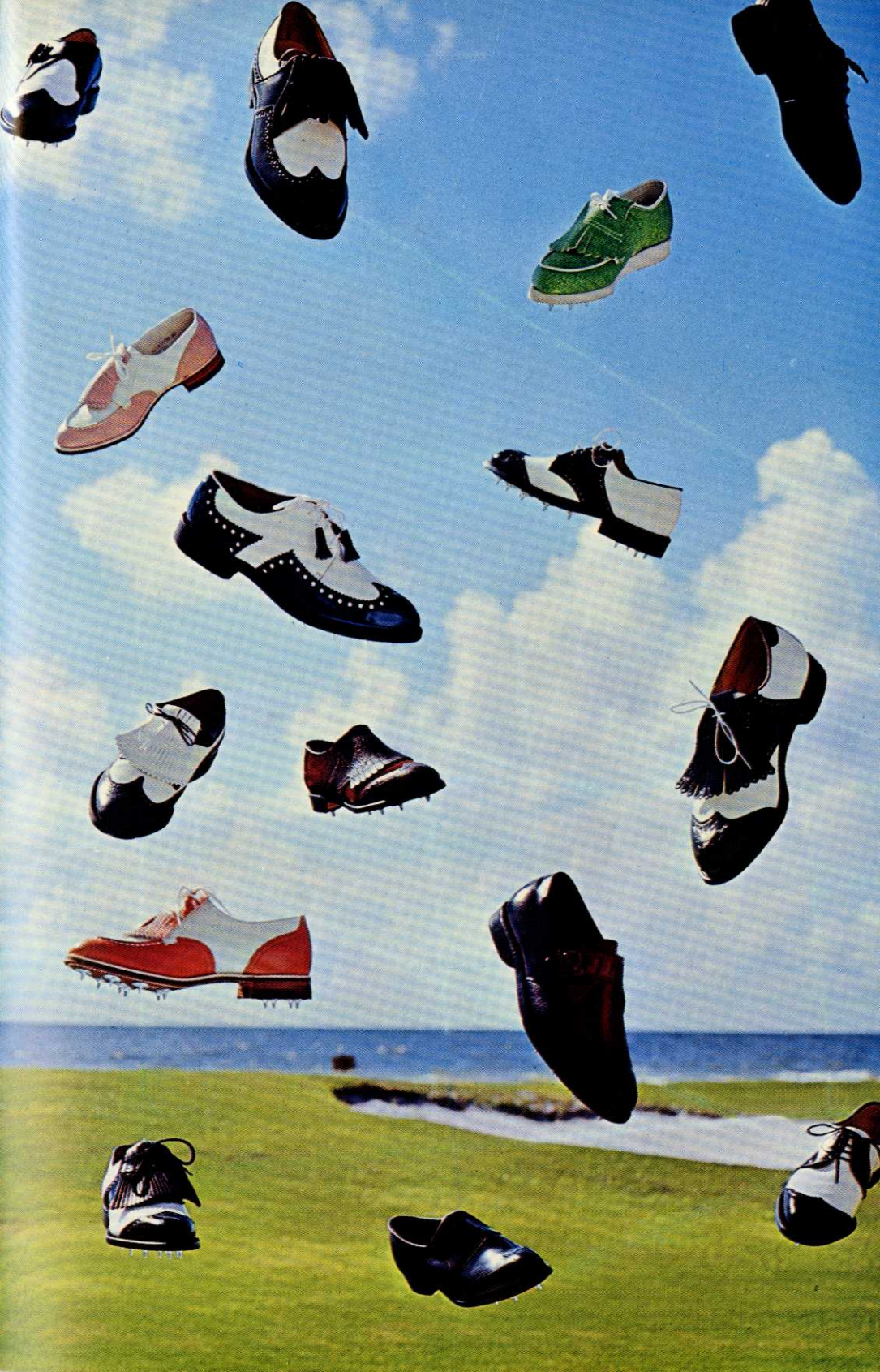
By **VINCENT J. PASTENA**
GOLFDOM Fashion Editor

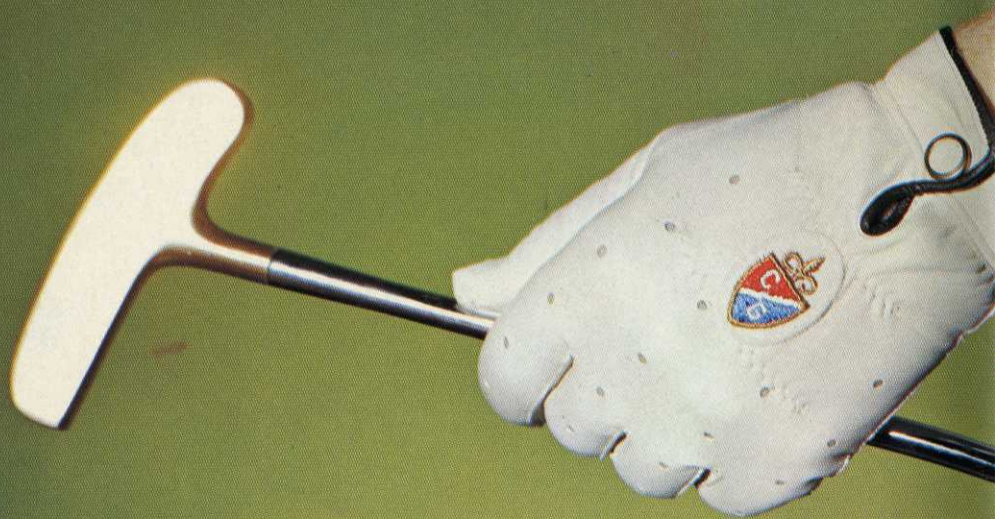
With the great emphasis placed on total coordination in golf apparel, golfers will show more interest this season in style and color when shopping for shoes. Manufacturers have recognized that, today, golf footwear must play an important part in the fashion scene as well as in the field of golf equipment.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

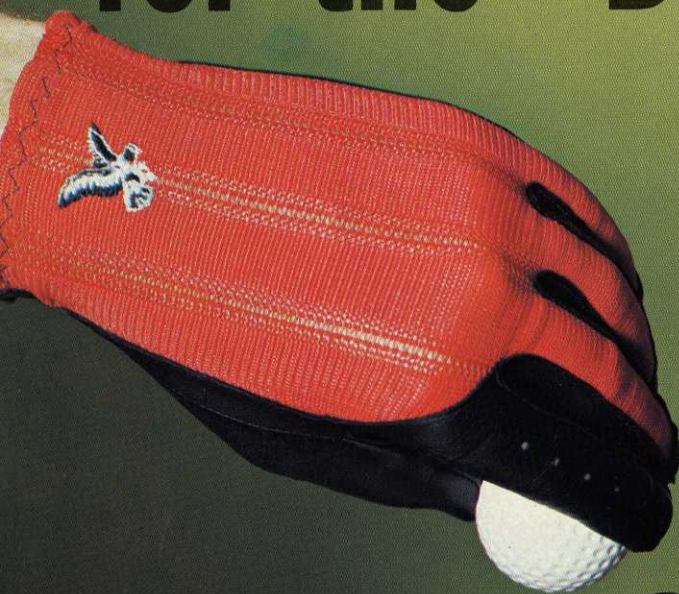
Photographed at Marco Beach Hotel & C.C.,
Marco Island, Fla., by Ozzie Sweet







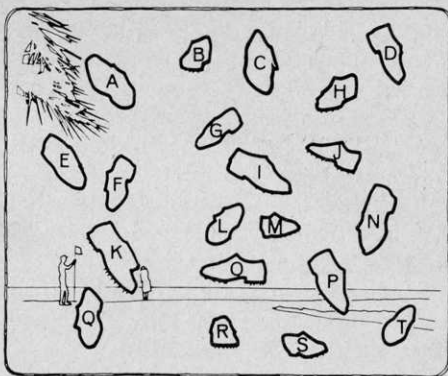
for the “Birdies”



Gloves created by Champion help give a confident feel. They offer distinctive style for high fashion golf. The Continental by Champion (above) is all superior grade Italian Cabaretta Capeskin with elastic cuff and snap tab (which also serves as a ball marker). The Eagle Statite by Champion (below) is cautiously constructed from thin, tacky leather with a popular lastik back. Why not write for illustrated literature and price list!

Champion

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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 #681: \$17.95).
- H) Par-Pals ladies' golf shoe in green tweed with overlay blucher piped in white (Style #W830: \$14.95).
- I) Stylist 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).

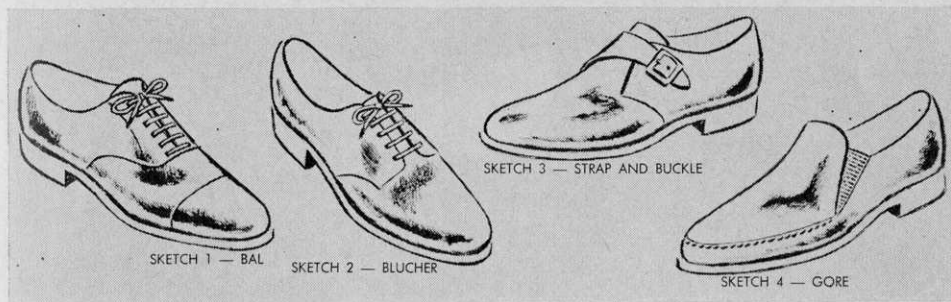
The ABC's of golf shoe styles

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 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



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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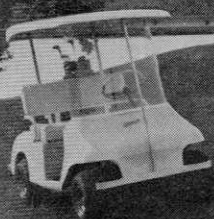
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Mist blower vs. boom sprayer

Spraying fairways is becoming more common every day.

Here is a comparison of two methods.

By DON WRIGHT

Superintendent, The Camargo Club, Cincinnati, Ohio

The big problem on golf courses today is time. Therefore, superintendents must find more ways to speed up maintenance. The trend for spraying fairways has become widespread, and more and more superintendents are doing it every year. The cost is no longer the deciding factor; time is.

Let's take a look at boom spraying. If you have a 21-foot boom on a 300-gallon tank with a 20 to 25 g.p.m. pump, it will take a good spray man one to one and a half working days to spray a 35-to-40-acre fairway golf course. This, until the high-powered mist blower arrived, was the best you could do. However, while the mist blower will do most of your jobs, I would not advise its use for herbicides.

Let's compare the two machines and then you be the judge. In my opinion, it is the best way to spray large areas in a short time.

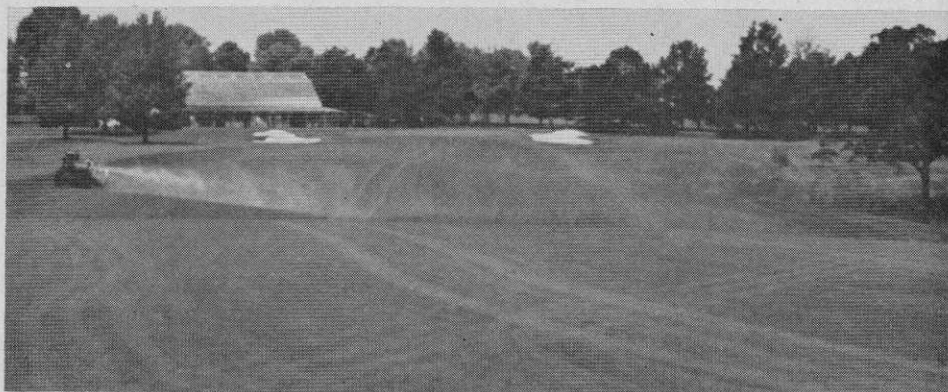
After digesting this information, you

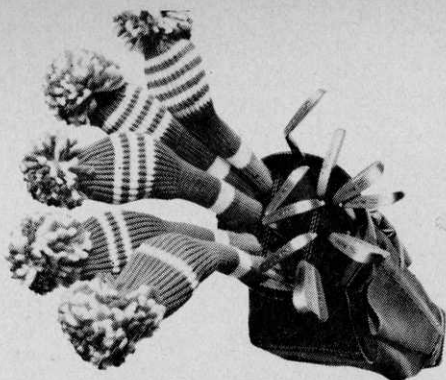
	MIST BLOWER	BOOM SPRAYER
Cost	\$4-5,000	\$3-4,000
Capacity	300 gals. or more	300 gals. or more
Pump	20 - 30 gpm	20 - 30 gpm
Spray width	60 to 90 ft.	21 to 30 ft.
Time to spray 35 acres	3 1/2 hours	8 to 12 hrs.
Time to spray greens 5-acre total	3 1/2 to 4 hrs.	8 hrs. 2 men
Large tires	yes	yes
Electric brakes	yes	yes
Remote control	yes	yes

can see the big difference and, bear in mind, the most critical time to spray is after a rain with high humidity. With the mist blower you spray from the rough to the fairway and with the boom sprayer you spray on the soft wet fairway.

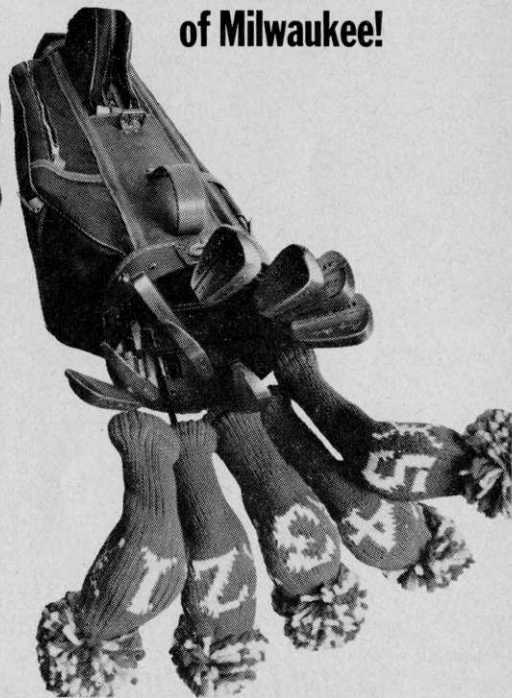
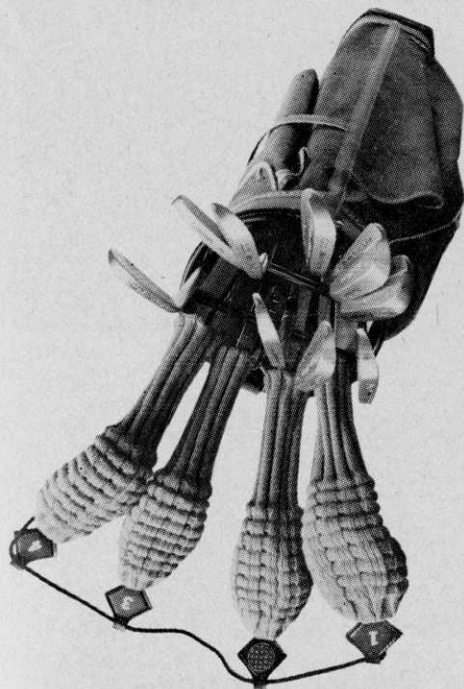
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With mist blower, you spray from rough to fairway. With boom sprayer, from wet fairway.





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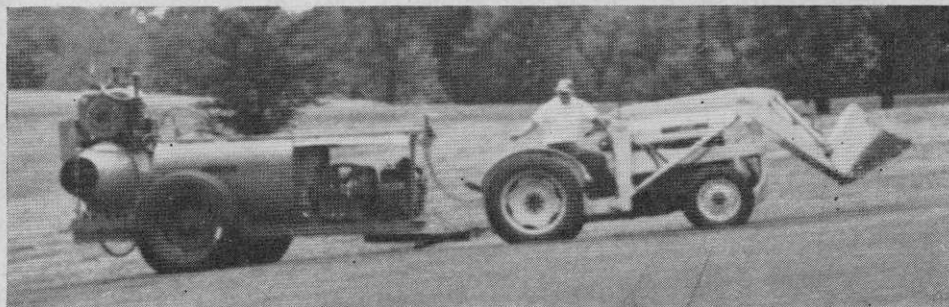
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While mist blower, above, will do most of your jobs, use for herbicides is not advised.

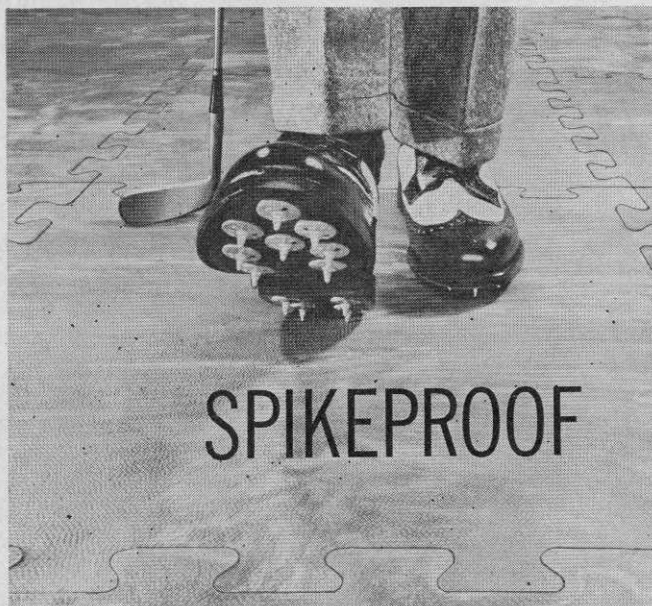
MIST BLOWER

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Air is part of the carrier for the blower and you can cover your fairways in two passes, one from each side of the fairway. With the boom sprayer it takes six


to 10 passes. With a mist blower, you can apply 30 gallons, more or less, of material to the acre. With a boom sprayer, you need about 60 gallons.

I think there is an exciting future for the blower and it warrants inquiry. •



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