# FootJoy®



1970

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Petitioner Under Armour, Inc.
Exhibit 1015

Golf Professional Division
Foot-Joy shoes
Ben Hogan shoes

**Brockton Footwear Inc.** 144 Field St., Brockton, Massachusetts 02403 Tel. 617•586•2233

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Here, on the following pages, we proudly present what we sincerely believe is the finest collection of Foot-Joy golf and street shoes in our 112 year history.

These are the finest styled shoes ever seen on or off a golf course. The fresh, contemporary fashion men and women want today together with the classic Foot-Joys that are all time favorites.

You may be certain that every pair of these shoes is made with the finest materials. Premium rich, top grain leathers. The finest turtle. The world's best alligator.

And every pair of these shoes is made with the quality of craftsmanship that has always been the Foot-Joy benchmark. The carefully engineered construction that gives you the superb comfort you experience in a Foot-Joy.

This is the heritage of a company that was bootmaker to gentlemen throughout the second half of the 19th Century. The heritage of a company that would never turn out anything less than the best.

Here then is the luxury and exquisite craftsmanship of a time gone by, the 19th Century, combined with the absolute last word in 20th Century design -- with a little 21st Century thrown in.

The 1970 Foot-Joy Collection.

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# Introducing the "21st Century" Golf Shoe with Aztran® by Foot-Joy



It may look like other golf shoes.

It isn't.

It's new from top to bottom.

The top is made of something very special.

Aztran. It's a man-made material with a difference.

Before we discovered it, we wouldn't use anything but leather in our Foot-Joy golf shoes.

Two reasons. First, because most synthetics don't "breathe" as leather does. They can make your feet feel clammy and uncomfortable.

Second, because most synthetics have what we somewhat unscientifically call "memory". No matter how many times you wear them, they keep returning to their original shape. Which means every time you put them on you have to "break them in" again.

Neither of these things would ever do for a Foot-Joy golf shoe.

But then we tested Aztran.

And we discovered Aztran "breathes". So there's no chance your feet will feel clammy and uncomfortable.

And we discovered Aztran conforms. It's supple. So it feels good on your foot. And it shapes itself to your foot. It doesn't revert back rigidly to what it was.

Aztran is, in fact, the perfected man-made material for golf shoes.

And now that we'd found it, you'd think we'd have gone ahead and made a golf shoe out of it. But we didn't.

Not yet.

**What took Foot-Joy so long?**

Well, it wasn't enough for some people that it took fifteen years to develop Aztran.

After all that time wouldn't you know some wise guy would come along and say well, it was so much like leather, maybe it didn't have the good qualities of a man-made material.

The wise guy was our chief tester. So back to the laboratory it went.

Was it easy to care for? It was easy to care for.

Could you just wipe it clean? A damp cloth made it look like new.

Was it water-repellent? It was water-repellent.

We were in.

At last we found a man-made material good enough to go into a Foot-Joy.

And having done so, we felt we had also found the perfect place to introduce the Perma-Spike™ plate.

**What is the Perma-Spike™ plate?**

The Perma-Spike plate is designed to last the life of the shoe. If it does not, we give you a new pair of Foot-Joy golf shoes.

We can say this because the Perma-Spike plate is an entirely new plate construction. The spike is irrevocably molded in. And the tip of the spike is made of tungsten carbide which is what they use in studs for the toughest snow tires. Then we subjected the spikes to the abrasiveness of, among other things, the hardest asphalt. We couldn't begin to blunt them.

We're pretty sure we won't be giving away a pair of golf shoes.



And then, we developed a new waterproof sole for the "21st Century" Foot-Joy. Nice if you like playing early in the morning when the dew is still on the grass. Just as nice if you should get caught in the rain. It keeps your feet dry.

You may have come to the conclusion by now that we have a lot of confidence in our new golf shoe. We do.

We feel it's the golf shoe of the future.

Look for the "21st Century" Foot-Joy in your Golf Professional's shop. It's under $40.

Some who've tried it think it's so far ahead we ought to call it the "22nd Century" golf shoe.

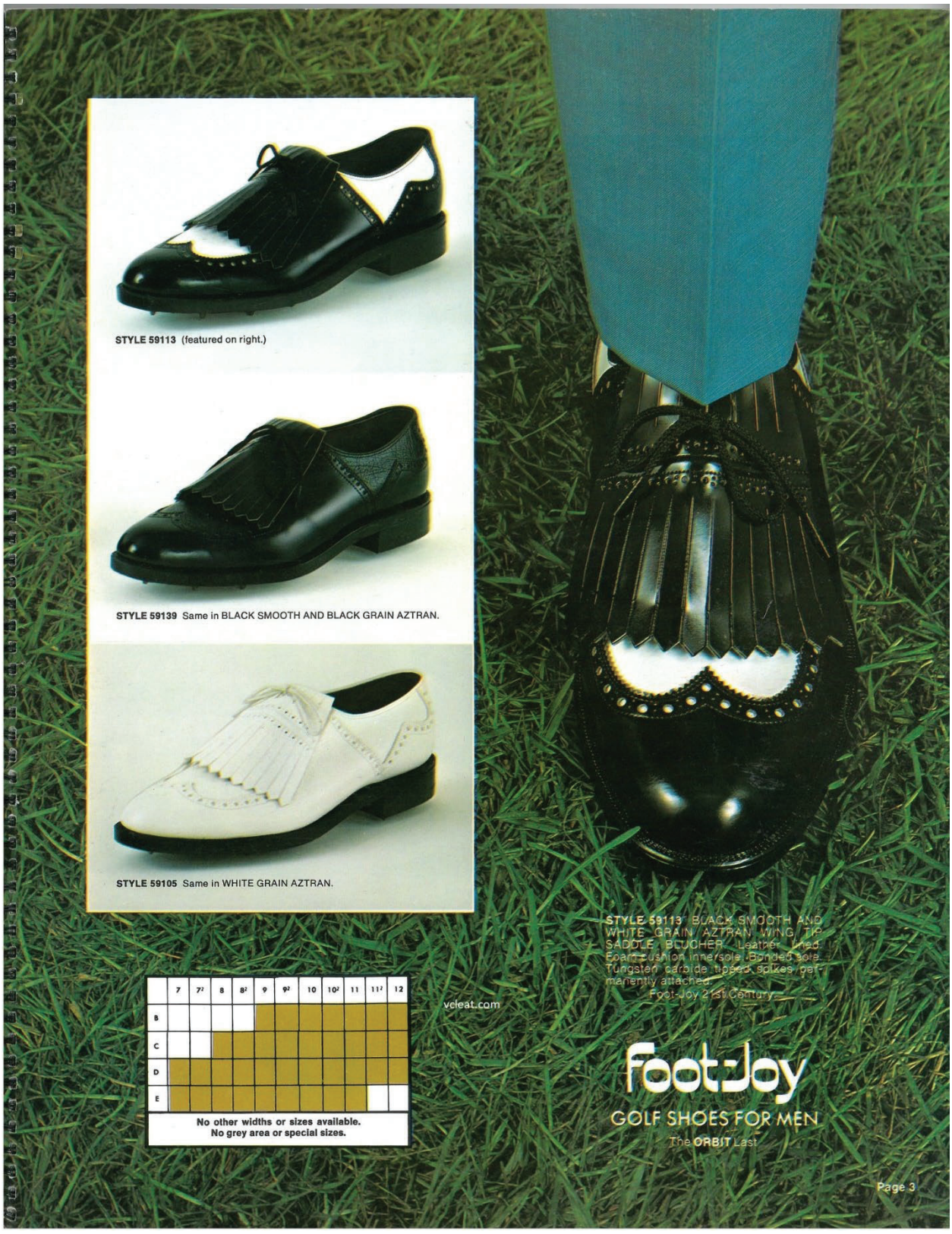
Style 59113 Black & White/59105 White/59139 Black

Foot-Joy® with AZTRAN® B.F.Goodrich

*Registered Trademark for B. F. Goodrich man-made poromeric material.

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See page 3 for further details on the "21st Century" Golf Shoe.


STYLE 59113 (featured on right.)
STYLE 59139 Same in BLACK SMOOTH AND BLACK GRAIN AZTRAN.
STYLE 59105 Same in WHITE GRAIN AZTRAN.
STYLE 59113 BLACK SMOOTH AND WHITE GRAIN AZTRAN WING TIP SADDLE BLUCHER. Leather lined. Foam cushion innersole. Bonded sole. Tungsten carbide tipped spikes permanently attached.
Foot-Joy 21st Century
7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12
B
C
D
E
No other widths or sizes available.
No grey area or special sizes.
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Foot-Joy
GOLF SHOES FOR MEN
The ORBIT Last
Page 3


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STYLE 51425 (featured on left)
STYLE 51417 Same in WHITE WASHABLE SHRUNKEN CALF AND BORDER BLUE PATENT LEATHER.
STYLE 51391 Same in BLACK CHERRY SHRUNKEN CALF AND BLACK SMOOTH CALF.
STYLE 51409 Same in WHITE WASHABLE SHRUNKEN CALF.
STYLE 51425 WHITE WASHABLE SHRUNKEN CALF AND CONGO RED PATENT LEATHER BAL SADDLE SHIELD TIP. Leather lined. Foam cushion innersole. Flexible lightweight construction. Foot-Joy steel spikes.
Foot-Joy
GOLF SHOES FOR MEN
REX LAST
Page 4
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.


STYLE 51870 (featured on right)
STYLE 51854 Same in GREEN PATENT AND WHITE WASHABLE SHRUNKEN CALF.
STYLE 51862 Same in YELLOW PATENT AND WHITE WASHABLE SHRUNKEN CALF.
vcleat.com
STYLE 51870 RED PATENT, BLUE PATENT AND WHITE WASHABLE SHRUNKEN CALF, BAL SADDLE SHIELD TIP. Leather lined. Foam cushion innersole. Flexible lightweight construction. Foot-Joy steel spikes.
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
AA
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E
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
Foot-Joy
GOLF SHOES FOR MEN
The REX Last
Page 5


STYLE 51821 (featured on left)
STYLE 51839 Same in GENUINE BLACK TURTLE AND WHITE WASHABLE SHRUNKEN CALF.
STYLE 51847 Same in GENUINE GREEN TURTLE AND WHITE WASHABLE SHRUNKEN CALF.
STYLE 51321 GENUINE BROWN TURTLE AND WHITE WASHABLE SHRUNKEN CALF BAL SADDLE. SHIELD TIP. Leather lined. Foam cushion innersole. Flexible, light-weight construction! Tungsten carbide tipped spikes.
vcleat.com
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
FootJoy
GOLF SHOES FOR MEN
The REX Last
Page 6




**STYLE 55863** (featured on right) Size chart A

**STYLE 55830** Same in BLACK BOARDED CALF AND WHITE WASHABLE SHRUNKEN CALF. Size chart B

**STYLE 51805** Same in BLACK SMOOTH CALF AND BLACK SHRUNKEN CALF. Size chart B

**STYLE 55848** Same in BROWN BOARDED CALF AND TAN BOARDED CALF. Size chart B

**STYLE 55863** WHITE WASHABLE SHRUNKEN CALF WING TIP SADDLE BLUCHER. Attached shawl tongues. Leather lined. Foam cushion innersole. Flexible lightweight construction. Foot-Joy steel spikes.

SIZE CHART A

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

SIZE CHART B

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

Foot-Joy

GOLF SHOES FOR MEN

The **REX** Last


STYLE 51185 (featured on left)
STYLE 51219 Same in WHITE WASHABLE SHRUNKEN CALF AND BLACK PATENT LEATHER.
STYLE 51201 Same in WHITE WASHABLE SHRUNKEN CALF AND RED PATENT LEATHER.
STYLE 51193 Same in BLACK SHRUNKEN CALF AND WINE CORDOVAN.
STYLE 51185 WHITE WASHABLE SHRUNKEN CALF AND GREEN PATENT LEATHER SHIELD TIP BLUCHER. Leather lined. Foam cushion innersole. Flexible lightweight construction. Foot-Joy steel spikes.
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Foot-Joy
GOLF SHOES FOR MEN
The REX Last
Page 8
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.

# Foot-Joy

## GOLF SHOES FOR MEN

The **REX** Last

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**STYLE 51763** DARK BROWN SUEDE AND DARK BROWN PATENT LEATHER SHIELD TIP BLUCHER. Leather lined. Foam cushion innersole. Flexible lightweight construction. Foot-Joy steel spikes.

**STYLE 51573** WHITE WASHABLE SHRUNKEN CALF AND BLACK PATENT LEATHER BAL SADDLE. Attached shawl tongues. Leather lined. Foam cushion innersole. Flexible lightweight construction. Foot-Joy steel spikes.



**STYLE 51763** (featured above)



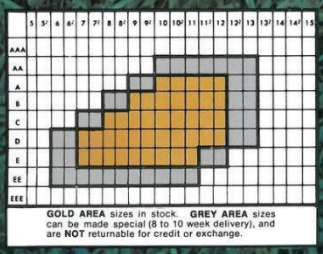
**STYLE 51771** Same in DARK GREEN SUEDE AND DARK GREEN PATENT LEATHER.



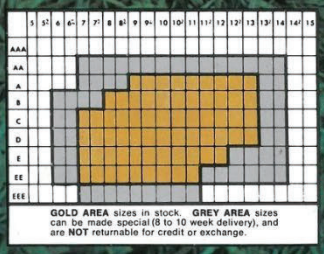
**STYLE 51573** (featured above)



**STYLE 51961** Same in WHITE WASHABLE SHRUNKEN CALF.



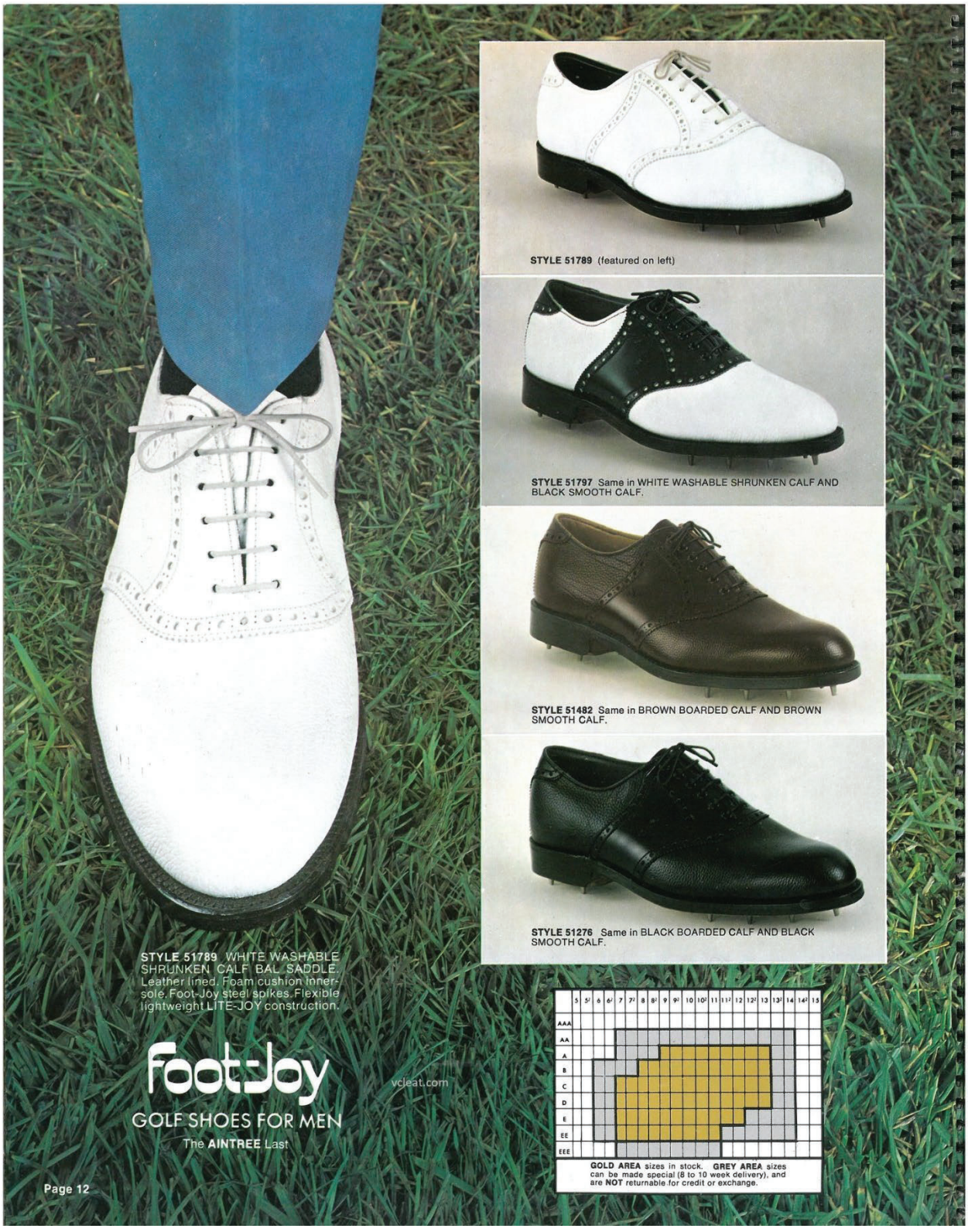

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

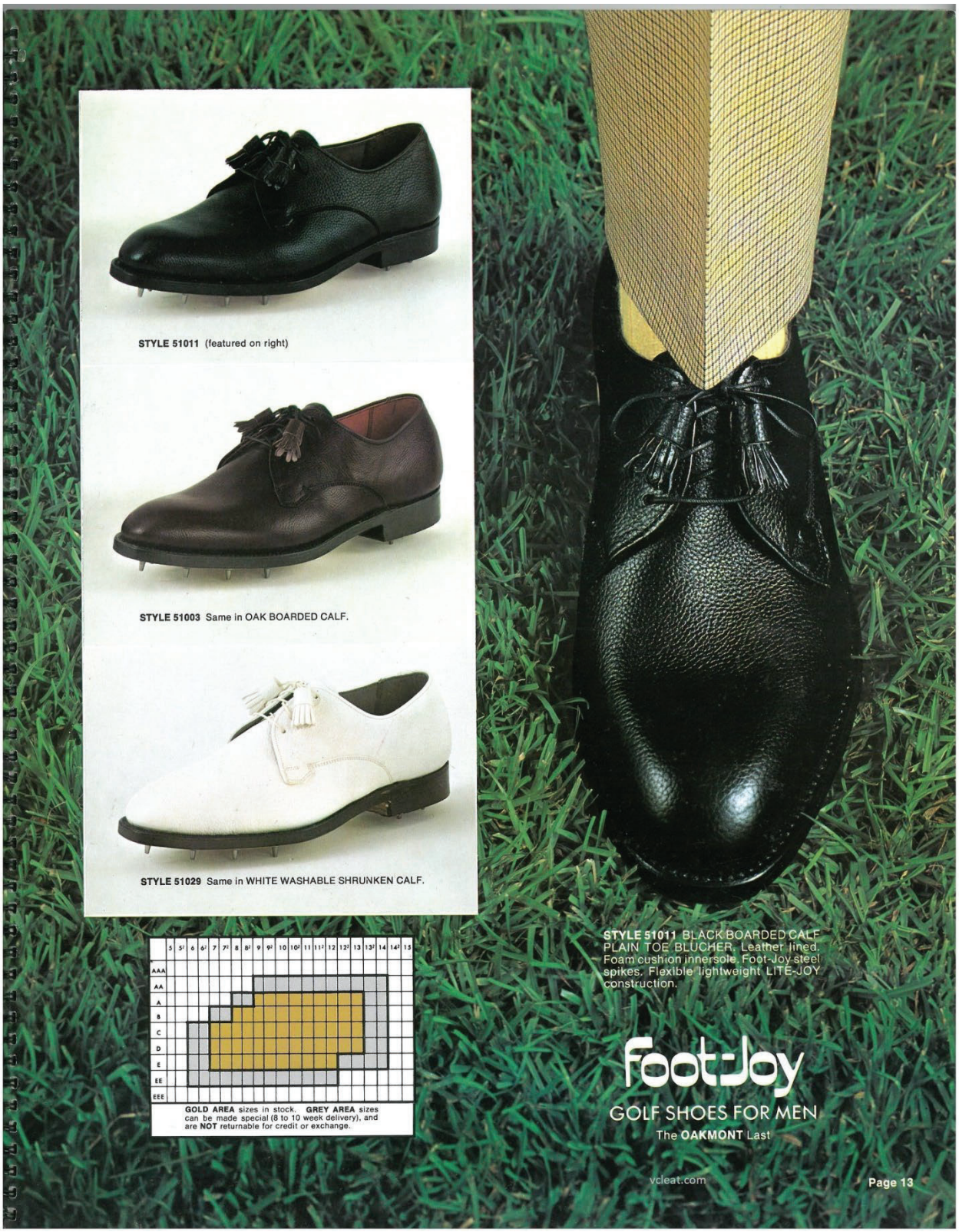


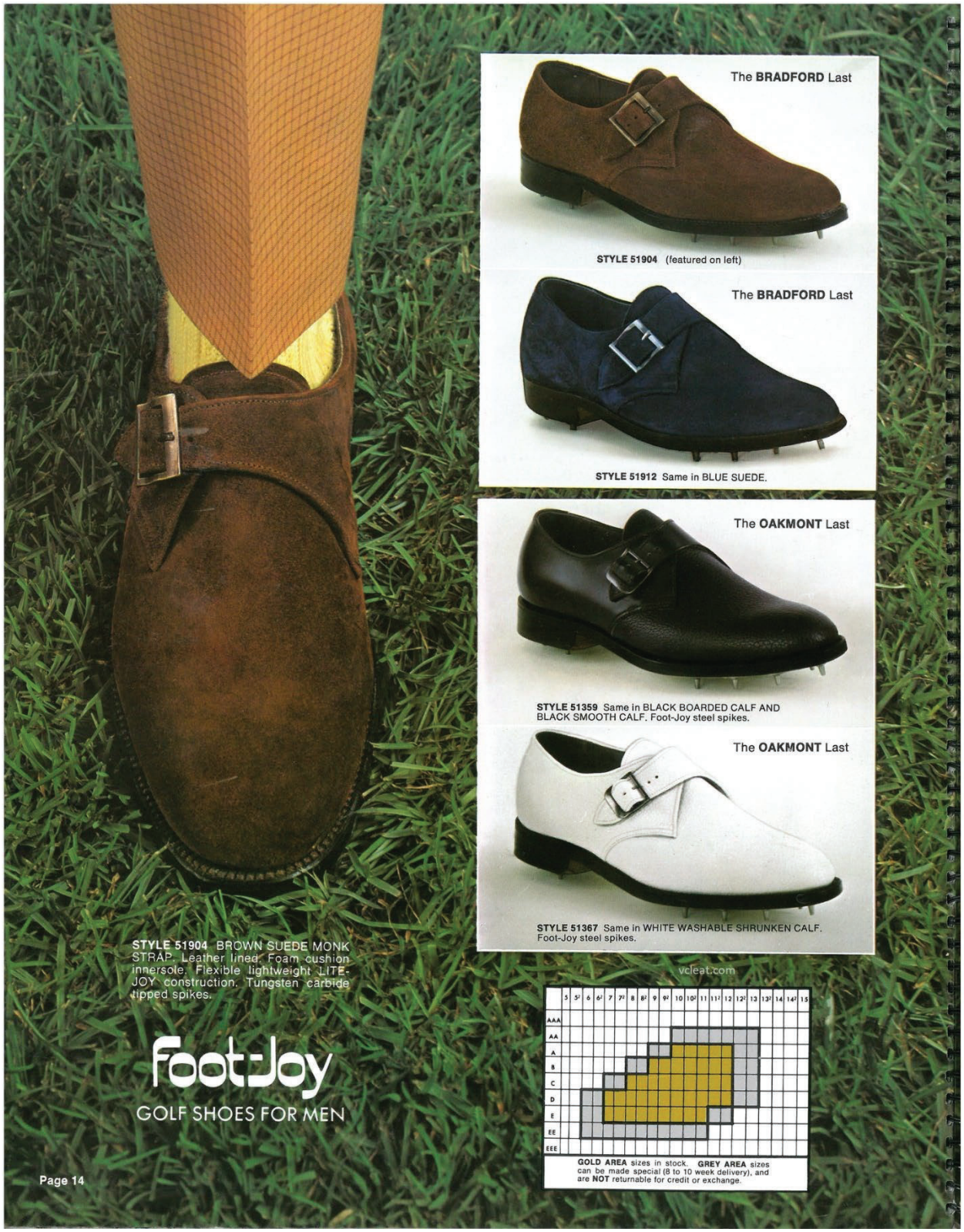

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.


STYLE 51532 (featured on left)
STYLE 51748 Same in BROWN SMOOTH CALF AND WHITE WASHABLE SHRUNKEN CALF.
STYLE 51722 Same in WHITE WASHABLE SHRUNKEN CALF.
STYLE 51532 BLACK SMOOTH CALF AND WHITE WASHABLE SHRUNKEN CALF WING TIP MONK STRAP. Leather lined. Foam cushion innersole. Foot-Joy steel spikes. Flexible lightweight LITE-JOY construction.
Foot-Joy
GOLF SHOES FOR MEN
The REX Last
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
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Page 10


Foot-Joy
GOLF SHOES FOR MEN
The AINTREE Last
STYLE 70995 BLACK CALF BAL SADDLE. Attached shawl tongues. Brass eyelets. Leather lined. Double soles. Foot-Joy steel spikes.
The REX Last
STYLE 80341 TAN CALF WING TIP SADDLE BLUCHER. Attached shawl tongues. Leather lined. Double soles. Foot-Joy steel spikes.
STYLE 70995 (featured above)
STYLE 70300 Same in TAN CALF. Brass eyelets. (Shawl tongues not included)
STYLE 80341 (featured above)
STYLE 80358 Same in BLACK CALF.
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15 15½ 16
AAA
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GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
vcleat.com
Page 11


STYLE 51789 (featured on left)
STYLE 51797 Same in WHITE WASHABLE SHRUNKEN CALF AND BLACK SMOOTH CALF.
STYLE 51482 Same in BROWN BOARDED CALF AND BROWN SMOOTH CALF.
STYLE 51276 Same in BLACK BOARDED CALF AND BLACK SMOOTH CALF.
STYLE 51789 WHITE WASHABLE SHRUNKEN CALF BAL SADDLE. Leather lined. Foam cushion innersole. Foot-Joy steel spikes. Flexible lightweight LITE-JOY construction.
Foot-Joy
GOLF SHOES FOR MEN
The AINTREE Last
vcleat.com
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
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GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
Page 12


STYLE 51011 (featured on right)
STYLE 51003 Same in OAK BOARDED CALF.
STYLE 51029 Same in WHITE WASHABLE SHRUNKEN CALF.
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
STYLE 51011 BLACK BOARDED CALF PLAIN TOE BLUCHER. Leather lined. Foam cushion innersole. Foot-Joy steel spikes. Flexible lightweight LITE-JOY construction.
FootJoy
GOLF SHOES FOR MEN
The OAKMONT Last
vcleat.com
Page 13


The BRADFORD Last
STYLE 51904 (featured on left)
The BRADFORD Last
STYLE 51912 Same in BLUE SUEDE.
The OAKMONT Last
STYLE 51359 Same in BLACK BOARDED CALF AND BLACK SMOOTH CALF. Foot-Joy steel spikes.
The OAKMONT Last
STYLE 51367 Same in WHITE WASHABLE SHRUNKEN CALF. Foot-Joy steel spikes.
STYLE 51904 BROWN SUEDE MONK STRAP. Leather lined. Foam cushion innersole. Flexible lightweight LITE-JOY construction. Tungsten carbide tipped spikes.
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5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
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GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
Foot-Joy
GOLF SHOES FOR MEN
Page 14


STYLE 51953 (featured on right)
STYLE 51938 Same in BLACK CALF.
STYLE 51920 Same in TAN CALF.
STYLE 51946 Same in WHITE WASHABLE SHRUNKEN CALF.
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
AAA
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
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STYLE 51953 BLACK CALF AND WHITE WASHABLE SHRUNKEN CALF STRAIGHT TIP MONK STRAP. Leather lined. Foam cushion innersole. Tungsten carbide tipped spikes. Flexible lightweight LITE-JOY construction.
FootJoy
GOLF SHOES FOR MEN
The OXFORD Last
Page 15

# FootJoy

## RUBBER SOLED SHOES FOR MEN

The **REX** Last

**STYLE 55780** WHITE WASHABLE SHRUNKEN CALF BAL SADDLE. Leather lined. Cush-N-Crepe soles.

**STYLE 53736** BLACK CALF AND WHITE WASHABLE SHRUNKEN CALF WING TIP SADDLE BLUCHER. Leather lined. Cush-N-Crepe soles.



**STYLE 55780** (featured above)



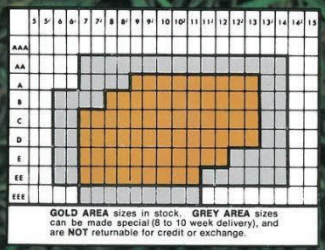
**STYLE 55798** Same in BLACK SHRUNKEN CALF.



**STYLE 53736** (featured above)

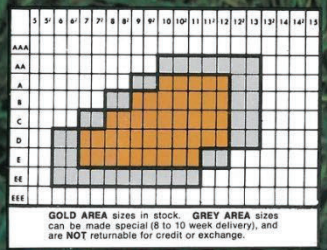


**STYLE 53744** Same in WHITE WASHABLE SHRUNKEN CALF.




**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

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**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.


STYLE 53827 (featured on right)
STYLE 53819 Same in BLACK CALF.
STYLE 53801 Same in WHITE WASHABLE SHRUNKEN CALF.
STYLE 53827 TAN CALF MONK STRAP. Leather lined. Extra light Cush-N-Crepe soles.
Foot-Joy
RUBBER SOLED SHOES FOR MEN
The BRADFORD last
Page 17
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.


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STYLE 72249 (featured on left)
STYLE 72231 Same in BLACK BOARDED CALF.
STYLE 72223 Same in BROWN BOARDED CALF.
STYLE 72249 WHITE WASHABLE SHRUNKEN CALF HAND SEWN VAMP MOCCASIN SLIP-ON. Leather lined. Tassels. Lightweight Cush-N-Crepe soles.
FootJoy
RUBBER SOLED SHOES FOR MEN
The IROQUOIS Last
5 5½ 6 6½ 7 7½ 8 8½ 9 9½ 10 10½ 11 11½ 12 12½ 13 13½ 14 14½ 15
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EEE
GOLD AREA sizes in stock. GREY AREA sizes can be made special (8 to 10 week delivery), and are NOT returnable for credit or exchange.
Page 18

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# What makes Foot-Joy alligator shoes so costly?

The alligator we put into them.

Because there are three kinds of alligator, ranging from the good to the sublime. We use the sublime. And, as everyone knows, sublime is usually in short supply.

Sublime alligator is Full Skin alligator. It comes from the most exotic parts of the world, and it costs $85 per skin. And then, only *part* of that skin is used in a Foot-Joy. The softest, mellowest, choicest part. Usually, one skin yields two superb pairs of shoes.

What happens to the rest? It's used to make up some of the more expensive wallets and watch bands.

The other two kinds of alligator used in shoes are Jacaretinga and Jacaracu.

Jacaretinga is the less expensive of the two. It is not as soft and supple as Jacaracu. So we don't use it. We are the only shoe company that doesn't. We use Jacaracu or Full Skins exclusively. We feel we can't do less.

You see, with all the work done by hand that goes into a Foot-Joy and all the art and care given to the matching of skins, we really couldn't see how we could use anything but the finest skins to be found.

The result, of course, is that anyone who owns a pair of Foot-Joy alligators owns the finest pair of alligator shoes in the world.

And the pride you can take in owning a pair of Foot-Joy alligator shoes is something you can't put a price tag on anyway.

Foot-Joy®




**STYLE 70847** GENUINE BROWN ALLIGATOR OVERLAY MOCCASIN SLIP-ON. Leather lined.

**STYLE 77578** GENUINE BLACK ALLIGATOR 4-EYELET SHIELD TIP BLUCHER. Leather lined.

The **REX** Last

# FootJoy
## STREET SHOES

The **PALM BEACH** Last



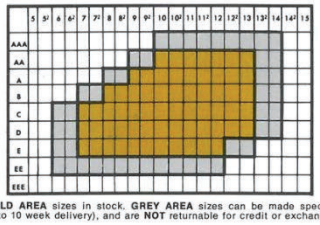
**STYLE 77578**
(featured above left)



**STYLE 70847**
(featured above right)



**STYLE 77560**
Same in GENUINE BROWN ALLIGATOR.




**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.



**STYLE 70839**
Same in GENUINE BLACK ALLIGATOR.



**STYLE 79202** GENUINE BROWN ALLIGATOR
MOCCASIN SLIP-ON. Leather lined. Hand made in Italy.

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**STYLE 72637** GENUINE BLACK ALLIGATOR
D-RING OVERLAY INSTEP GORE SLIP-ON.
Velvet finish outersole. Rubber topped heel.

The **OXFORD** Last



**STYLE 72637**
(featured above left)
Size chart A



**STYLE 72629**
Same in GENUINE BROWN ALLIGATOR.
Size chart A

# Foot-Joy
## STREET SHOES

| | 5 | 5½ | 6 | 6½ | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ | 11 | 11½ | 12 | 12½ | 13 | 13½ | 14 | 14½ | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
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| AA | | | | | | | | | | | | | | | | | | | | | |
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| B | | | | | | | | | | | | | | | | | | | | | |
| C | | | | | | | | | | | | | | | | | | | | | |
| D | | | | | | | | | | | | | | | | | | | | | |
| E | | | | | | | | | | | | | | | | | | | | | |
| EE | | | | | | | | | | | | | | | | | | | | | |
| EEE | | | | | | | | | | | | | | | | | | | | | |

SIZE CHART A

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

| | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ | 11 | 11½ | 12 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| B | | | | | | | | | | | |
| C | | | | | | | | | | | |
| D | | | | | | | | | | | |

SIZE CHART B
**No other widths or sizes available.**
**No grey area or special sizes.**

The **MILANO** Last



**STYLE 79202**
(featured above right)
Size chart B



**STYLE 79210**
Same in GENUINE BLACK ALLIGATOR.
Size chart B

**Page 21**



**STYLE 72181** BROWN SMOOTH CALF AND GENUINE BROWN ALLIGATOR OVERLAY STRETCH TOP SLIP-ON. Leather lined. Velvet finish outersole. Rubber topped heel.

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**STYLE 72371** GENUINE BLACK ALLIGATOR MOCCASIN STRETCH TOP SLIP-ON. Leather lined. Velvet finish outersole. Rubber topped heel.

The **ROMA** Last

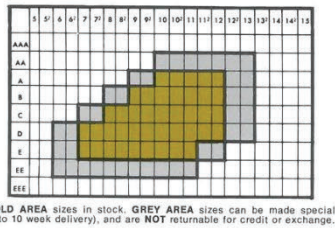


**STYLE 72371**
(featured above left)



**STYLE 72363**
Same in GENUINE BROWN ALLIGATOR.

# Foot-Joy
## STREET SHOES




**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

The **PALMETTO** Last



**STYLE 72181**
(featured above right)



**STYLE 72199**
Same in BLACK SMOOTH CALF AND GENUINE BLACK ALLIGATOR. Size chart B

Page 22



**STYLE 72645** TAN CALF
SADDLE SHIELD SLIP-ON.
Leather lined. Velvet finish outersole.
Rubber topped heel.

**STYLE 72678** Same in BLACK CALF
AND WHITE WASHABLE SHRUNKEN CALF.

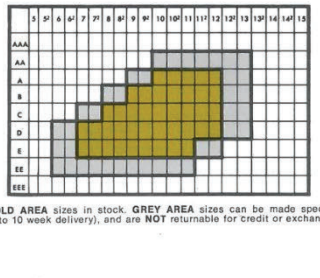
vclsat.com

The **OXFORD** Last

# Foot-Joy
## STREET SHOES



**STYLE 72678**
(featured above left)




**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.



**STYLE 72645**
(featured above right)



**STYLE 72660**
Same in WHITE WASHABLE SHRUNKEN CALF.



**STYLE 72652**
Same in BLACK CALF.

**Page 23**



**STYLE 72447** WHITE WASHABLE SHRUNKEN CALF D-RING PLAIN TOE INSTEP GORE SLIP-ON.
Unlined vamps. Velvet finish outersole.
Rubber topped heel.

**STYLE 79145** CHESTNUT VEAL HORSE BIT LOAFER.
Imported from Ireland.

vcleat.com

The **DUBLIN** Last



**STYLE 79145**
(featured above left)
Size chart A

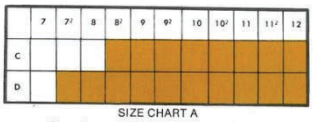


**STYLE 79152**
Same in BLACK VEAL.
Size chart A

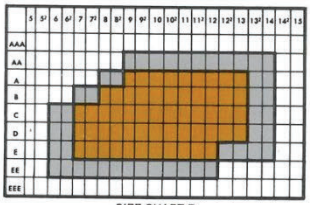


**STYLE 79160**
Same in WHITE VEAL.
Size chart A

# Foot-Joy
## STREET SHOES




SIZE CHART A
**No other widths or sizes available.**
**No grey area or special sizes.**




SIZE CHART B

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

The **OXFORD** Last



**STYLE 72447**
(featured above right)
Size chart B



**STYLE 72454**
Same in BLACK SHRUNKEN CALF.
Size chart B



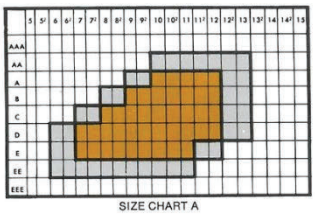

The **ROMA** Last

# Foot-Joy
## STREET SHOES

The **PALM BEACH** Last



**STYLE 72389**
(featured above left)
Size chart A



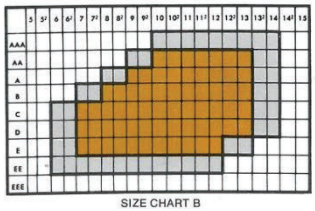

SIZE CHART A



**STYLE 50435**
(featured above right)
Size chart B



**STYLE 72397**
Same in BLACK SHRUNKEN CALF.
Size chart A




SIZE CHART B



**STYLE 77420**
Same in BROWN CALF.
Size chart B

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.



**STYLE 72512** BLACK SMOOTH CALF WING TIP MONK STRAP. Leather lined.

**STYLE 72520** TAN SMOOTH CALF GEORGE BOOT. Leather lined.

**STYLE 72603** HONEY CALF JODPHUR BOOT. Leather lined.

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The **BOOT** Last



**STYLE 72603**
(featured above left) Size chart A

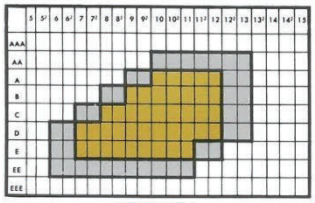
The **OXFORD** Last



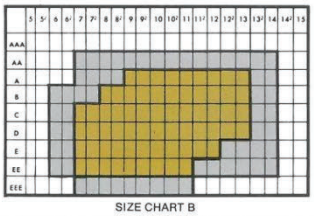
**STYLE 72520**
(featured above right) Size chart A

Foot-Joy

STREET SHOES




SIZE CHART A




SIZE CHART B

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

The **OXFORD** Last



**STYLE 72512**
(featured above center) Size chart B



**STYLE 72504**
Same in BROWN SMOOTH CALF. Size chart B



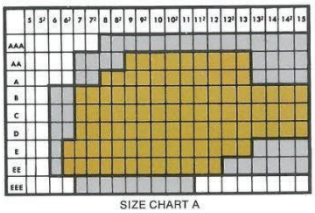

The **REX** Last

# Foot-Joy
## STREET SHOES

The **REX** Last



**STYLE 70706**
(featured above left)
Size chart A



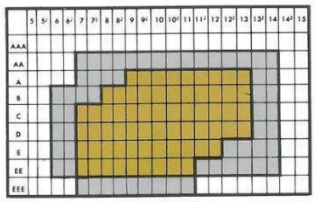
SIZE CHART A



**STYLE 72074**
(featured above right)
Size chart B



**STYLE 70698**
Same in BLACK CALF.
Size chart A



SIZE CHART B



**STYLE 72066**
Same in BROWN SMOOTH CALF.
Size chart B

**GOLD AREA** sizes in stock, **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.




**STYLE 77347** GOLDEN ALPINE
BOARDED CALF LONG WING TIP BLUCHER.
12 iron single sole. Stout reverse welt
around heel. Leather lined.

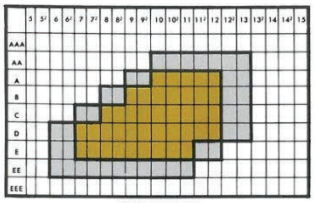
**STYLE 77412** BLACK SHRUNKEN CALF
AND BLACK SMOOTH CALF
BAL SADDLE SHIELD TIP. Leather lined.

The **REX** Last

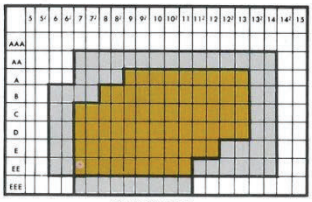


**STYLE 77412**
(featured above left)
Size chart A

# foot-Joy
## STREET SHOES




SIZE CHART A




SIZE CHART B

**GOLD AREA** sizes in stock. **GREY AREA** sizes can be made special (8 to 10 week delivery), and are **NOT** returnable for credit or exchange.

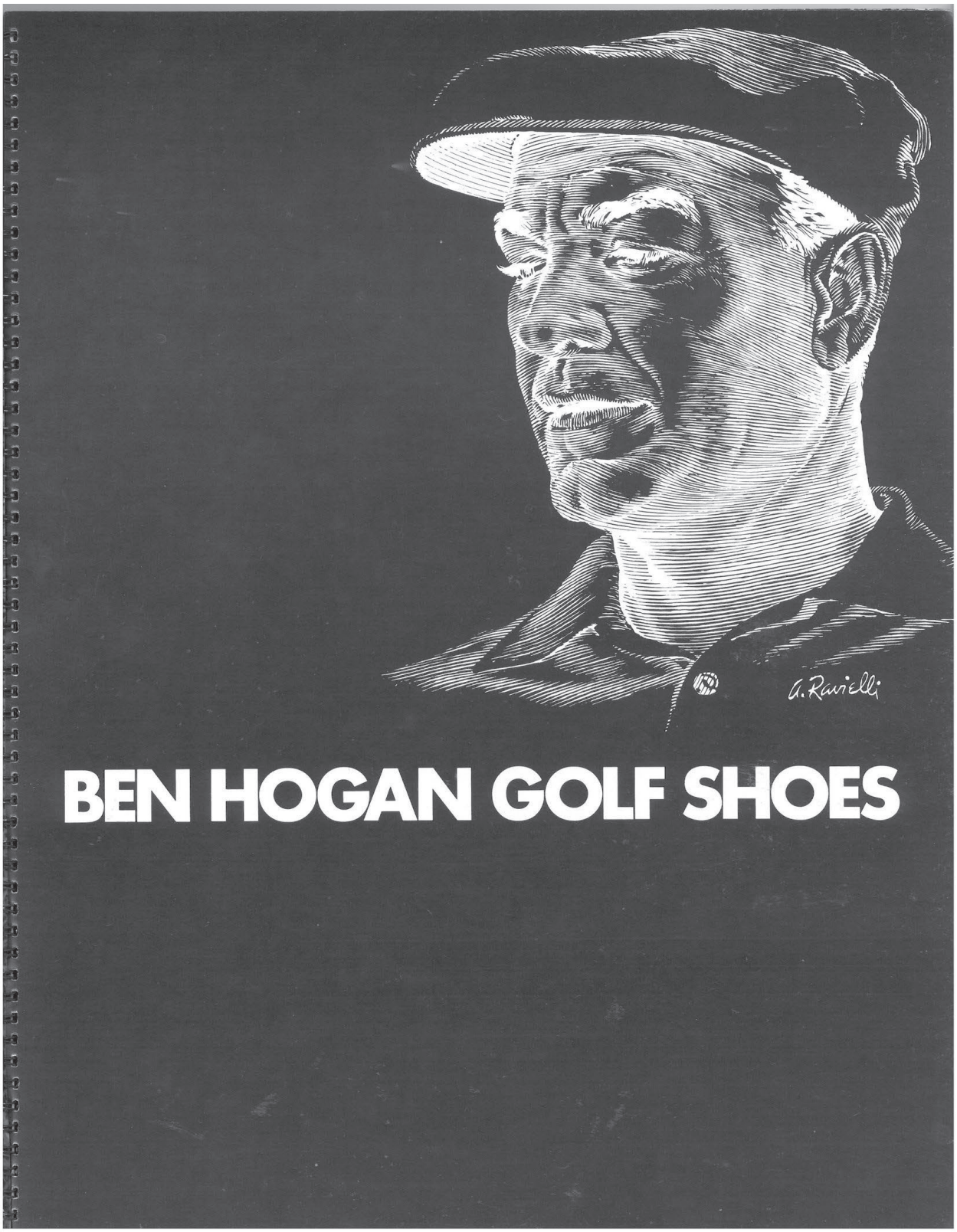
The **AUGUSTA** Last



**STYLE 77347**
(featured above right)
Size chart B



**STYLE 77354**
Same in BLACK BOARDED CALF.
Size chart B


A. Ravielli
BEN HOGAN GOLF SHOES

# BEN HOGAN

## GOLF SHOES FOR MEN



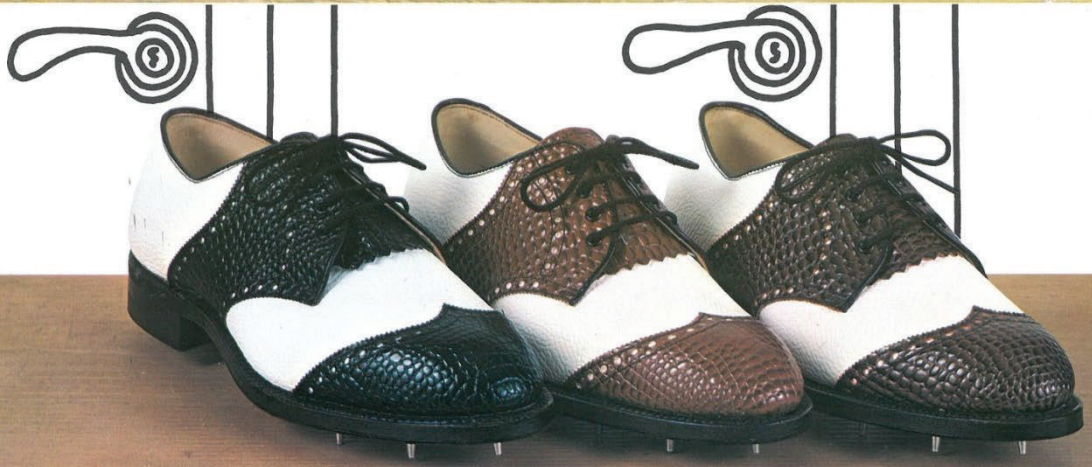
The **OLYMPIC** Last

**STYLE 42390** CORDOVAN SMOOTH CORFAM® AND BLACK GALAXY CORFAM® SHIELD TIP SADDLE BLUCHER. Foam cushion innersoles. Neolite-Flex outersoles. Full leather lining.

**STYLE 42481** Same in WHITE CORFAM®

**SIZE CHART**

| | | | |
|---|---|---|---|
| A | 10 to 12, 13 | D | 7 to 12, 13 |
| B | 9 to 12, 13 | E | 7 to 12 |
| C | 8 to 12, 13 | EE | 7 to 11 |



**STYLE 42416** Same in WHITE GALAXY CORFAM® AND BLACK TEENAGATOR CORFAM®

**STYLE 42424** Same in WHITE GALAXY CORFAM® AND TARTAN ORANGE TEENAGATOR CORFAM®

**SIZE CHART**

| | | | |
|---|---|---|---|
| B | 8 to 12 | D | 6 to 12 |
| C | 7 to 12 | E | 6 to 11 |
| | | EE | 6 to 11 |

**STYLE 42408** Same in WHITE GALAXY CORFAM® AND RED TEENAGATOR CORFAM®

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# BEN HOGAN

## GOLF SHOES FOR MEN



The **SHADY OAKS** Last

**STYLE 42465** TAN EL PASO CORFAM® AND BLACK LODESTAR CORFAM® SADDLE BLUCHER. Foam cushion innersoles. Neolite-Flex outersoles. Full leather lining.

**STYLE 42457** Same in WHITE EL PASO CORFAM® AND BLACK LODESTAR CORFAM®

**STYLE 42507** Same in WHITE CORFAM®

**SIZE CHART**

| | | | |
|---|---|---|---|
| B | 9 to 12 | D | 7 to 12 |
| C | 8 to 12 | E | 7 to 12 |
| | EEE | 7 to 11 | |



**SHU-BOND**

This revolutionary process seals these Golf Shoes against the 3 main points of leakage. Integrating the leather sole and polyvinyl chloride into a single unit for permanent bond to the uppers makes the bottom impervious to water.

The **TROON** Last

**STYLE 42804** BROWN CORFAM® SEAMLESS BLUCHER. SHU-BOND construction. Shawl tongues attached. Foam cushion innersoles. Leather outersoles. Full leather lining. Guaranteed waterproof for one year or free replacement.

**STYLE 42788** Same in WHITE CORFAM®

**SIZE CHART**

| | | | |
|---|---|---|---|
| B | 9 to 12 | D | 7 to 12 |
| C | 8 to 12 | E | 7 to 11 |

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# BEN HOGAN

## GOLF SHOES FOR MEN



### SHU-BOND

This revolutionary process seals these Golf Shoes against the 3 main points of leakage. Integrating the leather sole and polyvinyl chloride into a single unit for permanent bond to the uppers makes the bottom impervious to water.

The **TROON** Last

**STYLE 42754** WHITE GALAXY CORFAM® AND BLACK SUPERGATOR CORFAM® SHIELD TIP BLUCHER. SHU-BOND construction. Shawl tongues attached. Foam cushion innersoles. Leather outersoles. Full leather lining.

**STYLE 42648** Same in WHITE GALAXY CORFAM®



**STYLE 42630** Same in BLACK CORFAM®

**STYLE 42655** Same in BLACK CORFAM® AND WHITE CORFAM®

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**SIZE CHART**

| | | | |
|---|---|---|---|
| B | 8 to 12 | D | 7 to 12 |
| C | 7½ to 12 | E | 6½ to 12 |

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# BEN HOGAN
## GOLF SHOES FOR MEN



The **HOYLAKE** Last

**STYLE 43786** WHITE AND YELLOW SHINY HOGAN "330" SHIELD TIP SADDLE BLUCHER. Hogan moulded bottom.

**STYLE 43760** Same in WHITE AND BLUE SHINY HOGAN "330"



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**STYLE 43778** Same in WHITE AND GREEN SHINY HOGAN "330"

**STYLE 43752** Same in WHITE AND BLACK SHINY HOGAN "330"

**Medium width only. Sizes 7 to 12.**

| MEN'S 12 PAIR PACKAGE | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| NO. PRS. | WIDTH | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ | 11 |
| 12 | M | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 |

# BEN HOGAN

## GOLF SHOES FOR MEN



The **PRESTWICK** Last

**Medium width only. Sizes 6 to 12.**

**STYLE 43661** WHITE HOGAN "330" PLAIN TOE SEAMLESS BLUCHER. Shawl tongues attached. Malaya cushion crepe outersoles. Flexible leather plate. Special crepe sole spikes. Guaranteed waterproof for one year or free replacement.

| MEN'S 12 PAIR PACKAGE | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| NO. PRS. | WIDTH | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ | 11 |
| 12 | M | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 |

**STYLE 43653** Same in BLACK HOGAN "330"



The **HOYLAKE** Last

The **CARNOUSTIE** Last

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**STYLE 43711** WHITE AND BLACK HOGAN "330" BAL SADDLE. Hogan moulded bottom. Shawl tongues attached.

**STYLE 43703** Same in WHITE HOGAN "330"

**Medium width only. Sizes 7 to 12.**

**STYLE 44099** WHITE AND BLACK GRAIN LEATHER SHIELD TIP SADDLE BLUCHER. Shawl tongues attached. Foam cushion innersoles. Full leather lining. Special air vents. Vulcanized bottom. Made in England.

**SIZE CHART** B 9 to 12 D 7 to 12
C 8 to 12 E 7 to 11

| MEN'S 12 PAIR PACKAGE | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| NO. PRS. | WIDTH | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ | 11 |
| 12 | M | 1 | 1 | 1 | 2 | 2 | 2 | 1 | 1 | 1 |

# FINE GOLF SHOE ACCESSORIES




Clockwise from Top.

vcleat.com

A. **33803**. . . . . KNITTED COTTON SHOE BAGS Black, Blue, Green or Red
(also available with Club Name on one side)

B. **44925**. . . . . BEN HOGAN PLASTIC DISPLAY TREES
**33522**. . . . . (same as above) FOOT-JOY PLASTIC DISPLAY TREES
These are available in men's size 8C only.

C. **33100**. . . . . FOOT-JOY SHOE TREES
**33118**. . . . . (same as above for women's shoes)

D. **33902**. . . . . GOLF SHOE KEY RING
Packed in miniature shoe boxes (only in dozens)

E. **33480**. . . . . FOOT-JOY WOOD DISPLAY TREES (sizes 8C and 9C only)
**33498**. . . . . (same as above for women's shoes—sizes 6A and 7A only)
**44909**. . . . . (same as above for Ben Hogan men's shoes—sizes 8C and 9C only)
**44917**. . . . . (same as above for Ben Hogan women's shoes—sizes 6A and 7A only)

F. **33126**. . . . . FLANNEL SHOE BAGS Red, Green or Yellow

G. **33506**. . . . . FOOT-JOY CUSTOM-MADE SHOE TREES Hand-hollowed.
**33514**. . . . . (same as above for women's shoes)

# How to Order

**SPECIMEN ORDER**
SHIP SPECIAL DELIVERY SIX PAIRS STYLE 80358
SIZES: 9C—9½ C—9D—9½ D—8E—8½ EE

**SPECIMEN TELEGRAM**
SPECIAL WEND CITY CLERK DRILL
DUMP EAST FIZZ . . (8words)

## SIZE CODE

| WIDTH | 3 | 3½ | 4 | 4½ | 5 | 5½ | 6 | 6½ | 7 | 7½ | 8 | 8½ | 9 | 9½ | 10 | 10½ | 11 | 11½ | 12 | 12½ | 13 | 13½ | 14 | 14½ | 15 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| AAA | Ace | Act | Add | Ado | Adz | Aft | Age | Ago | Aid | Asp | Aim | Air | Ale | All | Any | Ape | Apt | Are | Ark | Arm | Art | Ash | Ask | Ant | Awl |
| AA | Ache | Acid | Acme | Acre | Afar | Agog | Ahoy | Ajar | Akin | Alas | Ally | Arch | Alto | Alum | Anew | Anon | Apex | Arab | Arid | Away | Avow | Axis | Axle | Able | Army |
| A | Acorn | Actor | Acute | Adam | Admit | Adobe | Adopt | Adore | Adorn | Adult | Affix | Afire | After | Agate | Agent | Agile | Aglow | Agony | Agree | Aisle | Alert | Alibi | Alien | Alarm | Aloof |
| B | Back | Bacon | Bad | Bag | Bail | Bake | Balk | Balm | Band | Bane | Bank | Bang | Barn | Bath | Bear | Beet | Bird | Bite | Blaze | Blew | Bloom | Bluff | Boil | Boat | Bull |
| C | Cabin | Cafe | Calm | Carat | Card | Cargo | Carol | Cart | Chase | Check | Chirp | Chum | City | Clerk | Clew | Club | Coat | Cold | Cone | Coop | Cord | Crop | Cute | Call | Curd |
| D | Dane | Dark | Dash | Dive | Dock | Dole | Dory | Dote | Drab | Dram | Duel | Dwell | Drill | Dump | Drug | Dust | Duty | Dyke | Dull | Dumb | Dude | Duck | Duff | Doll | Dunk |
| E | Ease | Echo | Edit | Elate | Elves | Envy | Ergo | Even | Evil | Exit | East | Ebony | Edge | Elder | Empty | Endow | Enjoy | Erode | Epoch | Equal | Erect | Etch | Evade | Even | Earl |
| EE | Fable | Face | Fair | False | Fame | Fang | Fawn | Fear | Feed | Fiber | Firm | Fizz | Flash | Flap | Flare | Float | Flow | Flux | Foil | Fond | Frame | Front | Fume | Fine | Full |
| EEE | Gait | Gall | Game | Gawk | Goar | Geld | Gene | Germ | Gift | Gimp | Gird | Glen | Glow | Glue | Gnat | Goat | Gold | Goon | Gout | Gram | Grid | Grog | Grub | Gull | Gust |

## TRANSPORTATION CODE

SPECIAL DELIVERY . . . SPECIAL
PARCEL POST INSURED . . . REGULAR
EXPRESS . . . EXPRESS

## STYLE CODE

### FOOT-JOY MEN'S STREET SHOES

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 50435 | PAGE | 72199 | TEMPT | 72447 | TOPSY | 72645 | TRASH | 77560 | SWAN |
| 70698 | THRASH | 72223 | TERRA | 72454 | TORCH | 72652 | TREAD | 77578 | SWAT |
| 70706 | THORN | 72231 | THEFT | 72504 | TOTEM | 72660 | TRESS | 79145 | TRIBE |
| 70839 | WALK | 72249 | THICK | 72512 | TOUGH | 72678 | TRIAL | 79152 | TRICK |
| 70847 | TIMID | 72363 | TITLE | 72520 | TOWEL | 77347 | STACK | 79160 | TRILL |
| 72066 | TAFFY | 72371 | TIZZY | 72603 | TRADE | 77354 | STAGE | 79202 | TRIPE |
| 72074 | TAINT | 72389 | TOAST | 72629 | TRAIN | 77412 | STAMP | 79210 | TROTH |
| 72181 | TEACH | 72397 | TODDY | 72637 | TRAMP | 77420 | SAIL | | |

### FOOT-JOY MEN'S RUBBER SOLED SHOES

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 53736 | RIFLE | 53801 | UDDER | 53827 | UMBRA | 55780 | RIDER | 55798 | RIDGE |
| 53744 | RIGOR | 53819 | ULCER | | | | | | |

### FOOT-JOY MEN'S GOLF SHOES

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 51003 | OCCUR | 51367 | PECAN | 51748 | PLAID | 51854 | POINT | 51961 | PRANK |
| 51011 | OCEAN | 51391 | PEDAL | 51763 | PLANK | 51862 | POISE | 55830 | NIGHT |
| 51029 | OFTEN | 51409 | PENCE | 51771 | PLATE | 51870 | POKER | 55848 | NOTCH |
| 51185 | OVINE | 51417 | PEONY | 51789 | PLAZA | 51904 | POLAR | 55863 | NOVEL |
| 51193 | OXBOW | 51425 | PEPPY | 51797 | PLEAD | 51912 | POLYP | 70300 | ROAD |
| 51201 | OXIDE | 51482 | PETTY | 51805 | PLUCK | 51920 | POPPY | 70995 | RATIFY |
| 51219 | OZONE | 51532 | PHOTO | 51821 | PLUMB | 51938 | PORCH | 80341 | MOSS |
| 51276 | PARTY | 51573 | PILOT | 51839 | PLUNK | 51946 | POUND | 80358 | WEND |
| 51359 | PEARL | 51722 | PINCH | 51847 | POACH | 51953 | POWER | | |

### FOOT-JOY WOMEN'S GOLF SHOES

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 90142 | WASTE | 90746 | JEWEL | 90787 | JOKER | 91025 | JUMBO | 91074 | KAYAK |
| 90654 | JABOT | 90753 | JINGO | 90803 | JOUST | 91041 | JUMPY | 91447 | PATCH |
| 90662 | JELLY | 90761 | JOINT | 91009 | JUDGE | 91058 | JUROR | | |
| 90670 | JETTY | 90779 | JOLLY | 91017 | JULEP | 91066 | KAPOK | | |

### FOOT-JOY WOMEN'S LOAFERS

| | | | |
|---|---|---|---|
| 99101 | YEARN | 99127 | YIELD |

### BEN HOGAN MEN'S GOLF SHOES

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 42390 | LEARN | 42465 | MAGIC | 42655 | LEECH | 43661 | LUNGE | 43778 | MERCY |
| 42408 | LITHO | 42481 | MAUVE | 42754 | LOFTY | 43703 | MANGO | 43786 | MERGE |
| 42416 | LOATH | 42507 | MAXIM | 42788 | MAYOR | 43711 | MANNA | 43901 | MASON |
| 42424 | MACAW | 42630 | LEASH | 42804 | MEANT | 43752 | MEDAL | 44099 | MERIT |
| 42457 | MADAM | 42648 | LEDGE | 43653 | LUCRE | 43760 | MELON | | |

### BEN HOGAN WOMEN'S GOLF SHOES

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 45583 | RAPID | 45682 | ROCKY | 46664 | REPAY | 46805 | ROUTE | 46912 | RUDDY |
| 45591 | RAVEN | 45690 | ROUGE | 46680 | REVUE | 46813 | ROWDY | 47001 | ROUND |
| 45641 | RIVET | 46649 | REFER | 46763 | RIVAL | 46821 | ROYAL | 48009 | RUMMY |
| 45658 | ROAST | 46656 | REGAL | 46789 | ROBOT | 46904 | RUBLE | 48017 | RUMOR |

### FOOT-JOY 21st CENTURY SERIES

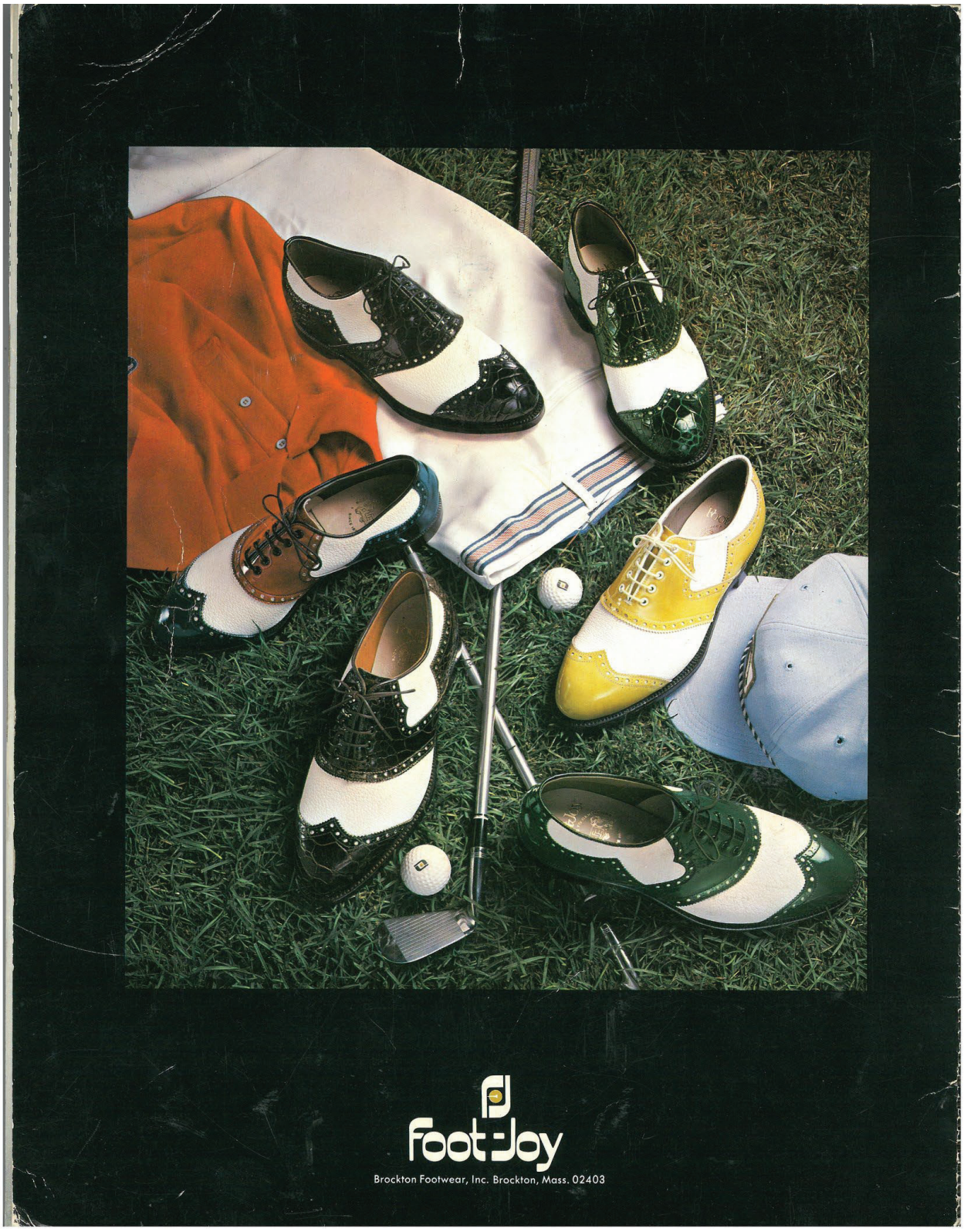
| | | | | | |
|---|---|---|---|---|---|
| 59105 | VIAND | 59113 | VICAR | 59139 | VIDEO |

### FOOT-JOY WET WEATHER GOLF SHOES

| | | | |
|---|---|---|---|
| 58032 | ABBEY | 98053 | ABHOR |

Make telegrams as brief as possible OMIT UNNECESSARY WORDS

vcleat.com


FootJoy
Brockton Footwear, Inc. Brockton, Mass. 02403