

# Breakthroughs taking bows in sports

by JUDITH BERNE

**T**echnological breakthroughs in sports equipment over the past few years have revolutionized and expanded many sports.

Holiday giving could reflect this: Gift items for all ages could include updating or replacing old equipment or providing for someone's new sports interest.

Dick Schmalzried recently delighted in showing off the scientific advances partly responsible for the rising interest in archery, roller skating, cross-country skiing, jogging and tennis. Schmalzried is vice president of Dunhams Inc., sporting goods store at the corner of Orchard Lake Road and Northwestern Highway in West Bloomfield Township.

Contrasting old-style bow and arrows with the new compound bow and aluminum arrow is nearly the difference between counting on your fingers and with a calculator.

"Through a system of pulleys and cables, they have almost reversed how a

bow works," the knowledgeable Schmalzried said.

Technology has changed the whole power curve of the bow, he said, pulling back on a model to demonstrate. With the old style bow, the farther you pulled back the harder it was. With the new bows, the hardest pulling is at the beginning.

As a result, "bow hunting is really getting popular," Schmalzried said, as is target shooting.

Bows generally range from \$75 to \$220, although Schmalzried said he has seen bows at even higher prices. The aluminum arrows start about \$2 a piece.

"THE URETHANE WHEEL has revolutionized skate boarding and now roller skating," Schmalzried said, because of its adaptability for outdoor skating.

It has turned outdoor roller skating into a viable activity for more than just little children first learning to skate, according to national statistics and first-hand sales data compiled by Dunhams.

As a result, roller skates may prove just the item for that teenager on your holiday list.

That's because the urethane wheel "allows roller skating over little rocks and ev-

Continued on page 36

## EXCALIBUR

*Shoes for Men*

Two of the  
Finest Shoes  
In the World.



by...

### BALLY



Orchard Mall • W. Bloomfield • 851-5122  
Orchard Lk. N. of Maple • M-F 10-9, Sat. 11-6, Sun. 12-5

## Orchard Mall

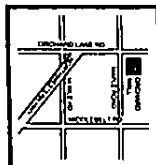
West Bloomfield's  
Only Enclosed Mall

The answer to  
all your gift  
shopping needs

Open Mon.-Wed. & Sat. 10-6  
Thurs. & Fri. 10-9  
Sunday 12-5



Orchard Lake Rd. & Maple Road  
West Bloomfield, Mi.



## THE BOOTING OF AMERICA.



BENCHCRAFTED SINCE 1863.



Frye started benchcrafting boots over 100 years ago, using only the finest leather available. Today, we still make them the same way, paying attention to details and handcrafting them in the old fashioned tradition. You'll love the durability and fashionability of Frye's new styles. The times change, and styles change, but our quality and craftsmanship remain the same.

The best.

BEL-AIR CENTER  
10 Mile at Orchard Lk.  
Farmington  
477-2343

## Greg SHOES

ORCHARD MALL  
Orchard Lk. Rd. N. of Maple  
W. Bloomfield 851-5566  
Mon.-Fri. 10-9, Sat. 11-5:00, Sun. 12-5