

# "Heel-Toe-and away we go"

## IN THE FASHION PARADE OF MEN'S FOOTWEAR

This article is being written right after the close of the National Shoe Retailers' convention in Chicago. And out of the tremendous number of styles that bombarded one's vision, there were three innovations that are constantly being exhibited and on the runway. This is the Big Three in men's shoes for Spring—narrower toes, higher heels and brighter colors.

The reason for the narrower toe follows somewhat the trend in men's trouser bottoms. The balloons, that reached their peak in the Oxford bags, have attained the heights of popularity and are decreasing, or rather decreasing in width. And harmony, the first axiom in smart dress, decrees that toes conform to these movements.

Narrower toes, the Vogue Agent, the custom built shoe has always been distinguished by its narrower toe. And with this type of shoe being a style criterion, it is easy to account for this latest trend.

But by no means, has the balloon toe become an outcast. It will still be seen, but much of its dogness will be replaced by simpler, smarter lines.

And now for the heels! This is what you may call an upstanding movement in the trade. For heels on men's shoes will climb to new heights. Year Even as high as one and a half inches. Do not be alarmed, though, that all your shoes hereafter will be of such still-like heights. The ordinary heel will prevail—but if you want to be ahead, or rather higher, in the style scale, your heels should assume an evolute's complex and rise. Some manufacturers have created an appearance of added height by building a somewhat narrower heel.

Lighter Shades Favored Here's the out-of-the-ordinary member of the Big Three—Color! Light shades of tan, rich color-blood reds and a lot of crosses increase the color scale in men's shoes. And the sociably inclined man will argue this is natural. For in the animal kingdom, the male is the brightest of the sex.

But even with this tremendous import of new shades, black shoes are gaining more pronounced popularity. After six o'clock of course, you will want to wear nothing but black shoes. And during business hours, the more conservative man will adhere to the same color.

And so you have here, the most important movement in men's shoes for dress and business wear. In the sporting division, bright colors and contrasting trims become more pronounced. Combinations of tan and white and of

black and white have paced over many a golf course in the past seasons. This summer will see many more of them. Soles will be of rubber, crepe or leather and some will have spikes attached to them.

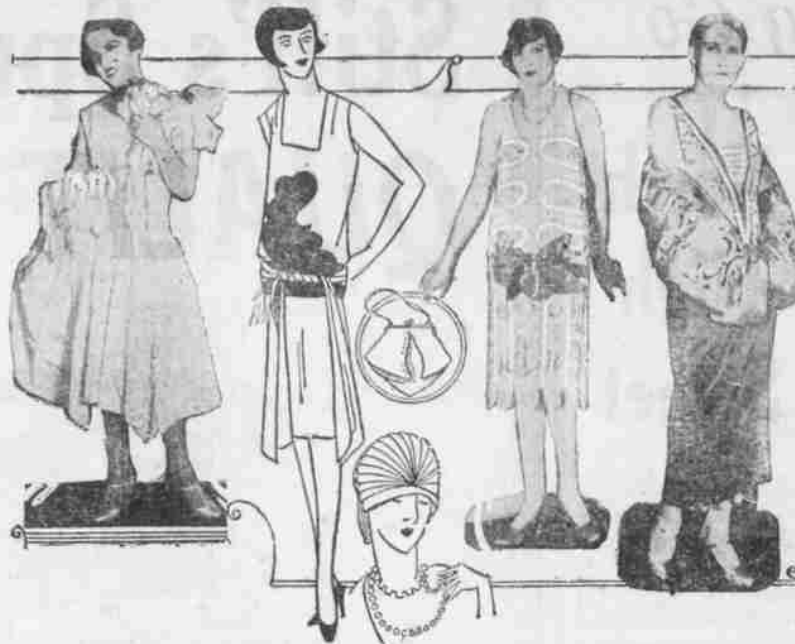
Proper Weights for Seasons Another movement that is getting wide spread publicity, and which is to be commended, is that of wearing shoes to conform to the season. Summer weights for the warmer season and heavier or winter-weights for the cold weather.

For formal dress wear, the light weight plain toe oxford with medium and brogue laces of patent leather will be the thing. Heels are of leather and are closely trimmed.

As usual at such shows, many novelties were displayed. Brass eyelets, punchings, etchings and embossings were exhibited by many manufacturers. And the fancy braided shoelace was seen quite frequently.

From this maze of style information some confusion may be caused in your mind, but take this little hint. Rely on your shoe merchant. Nearly every one was present at the last big convention and with the accurate style program presented then they have a definite idea of what you will need to keep stepping along in the style parade.

## Simplicity In New Evening Modes



Latest creations from Paris. Left to right: The pouffe, which Martial and Armand use on many dresses is of taffeta, as the jeune fille frock. Sketch of an original twisted girde, which has long ends that hang like draperies. Though simple in line, the crystal bead work on the evening dress in the third figure, by Welly Seours, is done on straight narrow strips to form an overskirt. Paul Puiret uses oriental embroidery lavishly on evening costumes. The dress reaches to the ankles. Taffeta hat and bag to match the dress material is another Paris dictum.

(By Hazel Reavis) Paris, Mar. 21.—(P)—Lenten quite fails to deter the planning of fashionable wardrobes for late spring and summer. Paris is even now creating evening and dinner dresses with effective new notes. Some of the gowns of simplest lines conceal the most elaborate workmanship.

One of these gowns at the house of Welly Seours has crystal beads and embroidery worked into geometrical designs. On the skirt are straight, flat strips of bead-work, held together with short fastenings of beads. A velvet bow of two-

tone ribbon in front gives a youthful air.

The increased sleekness of hips has resulted in a revival of sashes and girdles for spring and summer. Yvonne Davidson shows a girde of Grecian inspiration on her summer model of a dinner dress called "Midnight," a two-piece frock of two-tone blue crepe satin. A straight girde wrapped in front in a tight twist holds the blouse close. A modernistic pattern of midnight blue crepe is inset front and back. It has the square neck, featured in many of the new Paris dresses.

In planning evening dresses, the young girl is remembered. Every dressmaker shows at least one evening model of crisp, colorful taffeta.

An evening dress by Martial and Armand, suitable for a coming out party or a first formal dance, has the big pouffe of satin at the side. The bouffant skirt has points in front weighted down with crystal embroidery.

Taffetas also are used in the spring development of hats and purses. The chic Parisian now changes her bag to match her dress and when this is taffeta the

## Pets Of The Rich Wear Paw-Plates

Paris, Mar. 21.—(P)—Paw-plates for dogs of the idle rich are disturbing traffic on Paris boulevards. A nice little silver chain holds a nice little half-inch silver plate on the left front leg of the dog. The plate carries the name and address of the wearer. It looks, at first glance, much like a wrist-watch, which may be the next step.

**Alluring Styles**

This is one of the season's newest styles. All over iridescent patent with rose, blush, patent trimming. A real beauty.

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## COLOR Sets the Pace in Spring Footwear

The tilt of the robin—the glint of spring sunshine—is reflected in the fascinating new footwear for the Spring of 1927.

The modes for new costumes are brilliant with color and shoes carry out their duty religiously as fitting complements to the mode of color. Never have we seen such a lovely array of flattering colors in footwear as the shops are showing this Spring.

From Nature's own palette come safer youthful shades with such charming and alluring names as rosette parchment, stone, rose blush, shell gray, stroller tan and herringbone brown. These and many more you'll find—all subtle, beautiful exquisite.

Beauty in Footwear It really wasn't so very long ago, as you probably remember, when shoes were built to be practical—"to stand the gaff." Today we find them practical, of course, but always they must be and are beautiful—and youthful.

And thanks to the designers who are constantly and forever seeking new effects, new materials, new designs—beautiful shoes are now within the reach of every woman in America. Truly we have never seen such lovely footwear—priced so interestingly, too, when they are so beautiful—as the stores are now showing.

Materials and Combinations It is quite apparent that the most popular materials are patent leather and kid. Reptile skin is shown plentifully in sports shoes and, of course, satin is always good for dressier occasions. The patent and kids are trimmed with novelty leathers and reptilian effects and are stunning and flattering to any foot.

One combination that particularly caught our eyes and seemed a very smart bit of originality on the part of the designer was of patent parchment with cherry pa-

tent kid trim, high of heel and with a single strap.

Shell Gray Kid Used Another was shell gray kid with the new platinum kid, another sun-metal patent trimmed with black patent with a high spike heel, one strap and cut down at the sides. We saw many more, too—all equally interesting from a standpoint of unusual leather and color combinations and many more we expect to see for this is the day of originality of design, glorious materials and clever craftsmanship!

She walks in beauty and steps in Fashion in this Spring's various

## Style Creato Labors Full 8 Hours Each Day

Paris, France.—(P)—One of the quietest, most unobtrusive style creators in Paris is Madame Jeanne Lanvin.

While the name of Jeanne Lanvin is little known, the name "Lanvin" means Paris styles from Reykjavik to Capetown. Lanvin is Jeanne Lanvin.

For 33 years she has been doing business on a select little thoroughfare. She started as a milliner. Later she branched out into children's styles. From there she stepped into the higher branches. Today Lanvin creates men's, women's and children's clothes and hats, designs furs and distills perfumes. All these activities are directed and inspired by Jeanne Lanvin herself.

No midnettes in her business works harder than Jeanne Lanvin. She begins at 10 a. m. She never finishes before 7 o'clock in the evening and sometimes she takes her work home with her and continues it until late at night. She hates to let her play as well. She hates

styles offered for her approval—strap effects, open tie effects, oxford effects and a few gore and step-in effects. A wide range to be sure.

One-Strap Still Good It appears that the tie has arrived as a dominant Spring factor, but it is doubtful if the popular one-strap will ever have to give up its place for this newer mode. Plain, strip pumps will always hold a place in the heart of the woman whose foot is larger than she would wish it as there is grace and beauty and a tendency to make the foot appear smaller in a plain pump.

She walks in beauty and steps in Fashion in this Spring's various



Jeanne Lanvin publicly and refuses to talk for publication about anything but her work.

# Walk-Over

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Here is the greatest of all devices yet invented for woman's ease and comfort. It is the Walk-Over Main Spring\* Arch. The diagrams show how it gives comfort. Choose here, shoes with Main Spring\* Arch. Wear them in the day time. Then you can "step out" at night, in the newest, prettiest of style shoes, with feet that start fresh even after the most tiring day.

\*Registered U. S. Patent Office.

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