



PROVOCATIVE shell pump trimmed with lustre leaves against a soft suede vamp, with a heel that has been whittled into stiletto shape. Perfect for transition apparel this fall.



THE NEW LOOK of the pump this fall, cut way down at the sides and out at the toes; so soft you can fold it.

Smart Footwear Buyers Take Salesman's Advice

While the customer is the final judge in the selection of shoes, smart footwear buyers respect the advice of the reputable shoe salesman. His sincere aim is to make you a satisfied customer because he wants you to come back and trade with him again. Fitting shoes correctly is an expert's job. That is what the shoe salesman is trained to do. Shoe fashions also are his job. Being informed, he can give good fashion advice.

Fashion is Heel In Shoes for Fall

Yes, fashion is a heel this fall—especially in dress and evening shoes. With vamps demurely slim and simple, the heel strikes the high spot of fashion. Jeweled heels we've had, and they are still important in dance slippers. The Cinderella heel of glass-like Vinylite also is familiar and popular.

But there are plenty of exotic new heel treatments that merit more than a backward glance. Metal is the new favorite in heels with gleaming gold or silver treatments, slender shafts that lend both elegance and chic to the classic severely simple pump. Bands of metal, plain or filigreed, are another device to make the heel a highlight.

Contrasting leathers, plain or in Persian, or Paisley printed patterns, add a new note when used for both sole and heel, the heel covering extending high at the back, and the whole effect slenderizing the foot to a remarkable degree.

Baroque heels, making use of peacock feathers or tiny ceramic blossoms and leaves give a Dresden shepherdess effect to a dancing slipper for wear with pale tints and pastels.

Slings, Halters In Daytime Wear Throughout Season

For comfort and looks, many women like the open shoe, and slings and halters are in the picture for daytime wear in early fall and late day wear throughout the season.

There's a trend to a more closed-up look. It's particularly good in suit shoes, and also smarter for crisp autumn days than the wide open shoes of mid-summer. The closed-toe, open back design is a fashion feature, keeping the lightness which appeals to so many women, plus the sleek slender pump lines which are the highlights of the coming season.

New side treatments are a feature of the more closed-up look, particularly good for the woman who likes to wear an open shoe but wants a little more support and fit than the wide open shoe affords.

For afternoon and cocktail wear, black suede is the star. It may be trimmed with satin, with grosgrain, with lustre leather or ribbon binding. Buckles and bows are in the picture, especially with open-toe designs, but they're more discreet, never interfering with the lines which are the real fashion feature of these slim sandalized shoes.

Suit slings and halters go in for the more tailored air with polished leathers, reptiles and combinations of leather and suede.

For evening wear, the open naked sandal or sling is still the thing, on high heels with graceful lines to flatter the foot. Open sandals, backless shoes, sling slings are featured in suede, printed leathers, lustres, new textured silks and satins. Exotic heel treatments and ornaments that are jeweler's pieces are features of these shoes designed to highlight your best dining and dancing costume.



HERE, the new low back line is shown in a featherweight classic weighing just four ounces. It is called the Zephyr.



THIS NEW PUMP is called Devinette, and is made of laminated imported French glove kid, with soft and flexible sole.

Miracle Fibres Found in Today's Shoe Features

Just about any of the so-called miracle fibers you've heard about can be found in today's shoes. For example, Dacron and Orion are used as sewing threads in shoes because of their special features of wear resistance, increased strength, etc.

Nylon finds various uses, not only as a sewing thread but for the mesh treatments in stylish footwear. Rayon is another synthetic fiber that's used as a backing material in some footwear.

But many of the "old" fibers still perform miracles in footwear. Leather is composed of fibers—and it is known as the oldest of the "miracle" fibers.

Many of the design treatments seen on women's shoe vamps are made with silk thread. Cotton is another common shoe fiber—used as a thread, or for shoe linings. Linen is used widely for women's shoe uppers in summer foot wear. The hemp fibers may make a rope sole or lining for part of an upper.

Wool also plays a role, such as flannel uppers in dressy shoes for women. A wide variety of plastic materials composed of synthetic fibers have many uses in shoes: in shoe uppers, outsoles, insoles, trimmings, lining, etc.

The shoe industry is constantly on the alert for new developments in fibers or materials, whether it be a new synthetic fiber or a new development of an "old" fiber. Its aim is simple and basic: an endless search for new developments that can make still better shoes.

Slippers Play Major Part in Average Wardrobe

At home slippers now play an important part in the average woman's shoe wardrobe. After a busy day she's only too happy to slip into dinner slacks and pretty shoes for informal dining, television viewing or a neighborly game of cards.

Because of the growing demand for this sort of costume, there's a wide variety of at-home shoes to choose from this season. Shoes that are as easy on the foot as they are on the eye.

Scuffs and backless shoes are popular. And softie pumps on flat or little heels reflect the Italian influence in slim lines, continental design.

Materials offer a wide choice. Velvet is a favorite. It comes in a wide range of lovely fall colors. It's sturdy and comfortable on the foot. It makes some of the smartest at-home shoes of the fall and winter season. For less formal wear, corduroy, both plain and printed, often with contrasting leather trim, makes a practical house shoe.

The soft kidskins can be both feminine and tailored. They come in a host of flower pastels, in quilted scuffs or flower trimmed slippers that copy little girls' party shoes. Gold and silver kidskin in tailored slippers have the happy faculty of going with any at-home costume.

Clear Vinylite, like Cinderella's glass slipper, is glamorous, especially with touches of gold or silver trim. And on the formal side are mules or slip-ons of velvet, combined with gold or silver kid, and brocades in polka dots or small flower patterns.

For solid comfort with a flannel bath robe, there's nothing like the soft fur-lined, fur-edged moccasin that's warm, snug and easy. Just the thing for curling up in front of the fire when the strenuous day is over. Not new, but a basic favorite with the woman who's on her feet all day.

In addition to black and red, the two favorites, they're offered this year in a wide array of fashionable colors and are a basic in the everyday slipper wardrobe.

Favorite Low-Line Shoe in Fall Styles

The low-line shoe, introduced as a Spring and Summer fashion, made such a hit that it is going right on into Fall. However, for general wear, there's news in the new mid-low line which keeps the light look, but offers a little more shoe for Autumn and Winter wear.

Important in this field is the new three-eyelet, an innovation which followed on the popularity of the one and two-eyelet styles. Typical example, smart for men of all ages, the three-eyelet mid-low in shrunken grain which is being featured in both wing-tip and moccasin styles.

In black, this is a shoe for campus or business wear, with lightness, comfort and eye-appeal. In the same category, the new straight-tip mid-lows which combine up-to-the-minute styling with a slightly more conservative air.

Shoes Take Most Of Clothing Abuse

No other article of clothing takes as much abuse as shoes. On an average active day, each of your feet will bear several hundred tons of weight which the shoe must carry.

Shoes are subjected to heat, pressure, perspiration, from the body; to dirt, grit, oil, acids and other grime from walking surfaces; to rain, snow, humidity and cold. And in addition they must resist abrasion and friction.



THE HALTER STYLE as shown here for wear with smart clothes, has a dressy touch in bow and bands at the toes.



MADE for added lightness and flexibility with medium heel, this Waldorf pattern has the Venus throatline and vamp that is moccasin stitched.

designed for **Marris** MEDFORD

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the new in Shoes for fall '55

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Two shoe fashions by MADEMOISELLE: Upper right... Black suede dress pump with exotic bow... 16.98; Lower right... Rich reptile pump with little heel in brown... 22.98

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