

Wide Variety of Shoes Now Necessary for Wear by Average Housewife

War be Planned To Meet Needs of More Active Life

It's a cry from the day when a pair of "best" shoes, plus a pair of casuals, met the needs of the average woman. Today's woman is a busy executive, running a household, bringing up children, busily with club meetings, active in Parent-Teacher associations, garden clubs and a hundred and one other activities. Pretty and Practical.

This fall's "New in Shoes" will offer her the widest variety in pretty and practical shoe fashions that ever have been presented to the woman who must make the wheels of the household go round smoothly while she keeps up an active social life of her own and sees that her children participate equally in community activities.

For the daily chores which must be done, even with all the help that modern ingenuity can devise, she must have shoes that are comfortable. But they are a far cry from being just the old "comfort" shoes.

They are well-designed in a softer, slimmer look. They hold their shape and go well with the fresh cottons she uses when putting everything to rights for the day. They may be flats or smooth wedges. They may be of suede, smooth leather or fabric. But they will be well-styled (in every price range) and they will make much of color instead of the basic blacks and browns.

For going to market (and she usually prefers to go to market rather than trust the telephone and the busy clerk) she may choose a glove-soft wedge which slips on in an instant or a smart two-eyel tie on medium heel (copied from the two-eyel ties so popular with the men). Or she may prefer a smartly tailored low-heeled pump in smooth or grained leather, easily polished, just the thing with the tailored tweed or flannel skirt

and cardigan which is standard equipment for shopping in suburbia today.

Thus equipped she may go on to an informal luncheon meeting, to school or club activities, or she may switch to a slightly more formal suit dress with shoes in keeping.

Still the medium heel, in closed pump or sling, this time it's in suede, smooth calf or reptile, slim, soft and tapered, with just a touch of decoration to indicate that it is a dress shoe.

Sky Is the Limit

Come the twilight hour, with dinner to get, children coming home, television to watch, she may change for ease into tapered slacks, smart shirt and leisure slippers that may be as gay and provocative as she wishes. The sky is the limit on these at-home fashions and never have they been offered in such profusion.

They are made of velvet, of corduroy, of smooth leathers, printed leathers, cotton—printed, plain or embroidered—and suedes—anything goes, just so the shoe is the exclamation point of the after-five at-home costume.

Should she be going out to dinner, lecture or card party, the pump's the thing. New pumps are lower cut, glove soft, gracefully tapered in line, on high or medium heel. They can be closed or slightly opened up, since this is not for full evening wear.

Black suede is very important in this bracket, since the "little black dress" with a pretty hat remains standard equipment for this sort of activity. A buckle, a bow, a cutout or a touch of decoration on the vamp gives the dressed-up look which this type of costume demands, without being fussy or overdone.

For full-evening—and there are many occasions in the modern young matron's life—there are the prettiest dine-and-dance shoes that have ever been offered for her to choose from. Spider Web Sandals.

The spider-web stripping sandal refuses to die. In fact, it is very popular this fall in shoes for dining and dancing. Women have found it most flattering and refuse to give it up. It may be suede, in black or purple or



GROWN-UP occasions call for shoes with dress-up styling, featured in new fall footwear fashions for the young as shown above. Most popular girl in dancing school wears a gay, Basque sandal with bow trim, available in several leathers and colors, while young Galahad sports wing tip calf oxfords styled like Dad's.

Combinations in Fashion Leather and Fabric

New combinations of leather and fabric will be found among the fashionable shoes for this fall, featuring slim lines and soft construction. Grey flannel started

other colors to suit the costume.

Lustrous leathers continue to be a hit, in such colors as gold or polished brass, American Beauty or Renaissance green. Satin is a favorite and of course most practical since it may be purchased in white and dyed to match or contrast.

More conservative are the open toe, open back pumps, often in black suede with jeweled buckle or touches of lustrous or satin in bows and bindings. For the white or pastel costume, leathers, plain or in lustrous finish come in the widest color range—from pale flower pastels to brilliant "flash" colors to furnish a bit of excitement.

They're "Designed for You" These are just tastes of the feast that is being prepared this fall for the woman who is "shoe-hungry." Designers are more aware than ever before of the way today's woman really lives. They have literally "DESIGNED for YOU" and best of all this goes for every price range.

Hand-Sewn Moccasin Latest Innovation

The hand-sewn shoe, the happy-go-lucky moccasin type, used to be a campus, weekend, all-occasion shoe whose principal functions were comfort, rugged construction, long wear.

Now the hand-sewn moccasin type has gone along with the whole trend toward softer, smarter, more Continental styling.

Latest innovation, the hand-sewn that's so flexible it can be folded, packed in suitcase or duffle bag and come out ready for active service when you arrive.

Glove-like, cashmere-soft grains contribute to this new flexibility. Other features are the low top-line, the elimination of linings and the substitution of a top lift for a conventional heel.

These packable shoes appear in regulation moccasin types and the popular two-eyel patterns. Soft as they are, they maintain their reputation for solid wearing qualities. A boon to the sportsman or globe-trotter who wants to travel light.

Good looks are important, too. And the new hand-sewns go in for longer, slimmer vamps, finer stitching and a more sophisticated air than their rugged prototypes.

Casual Shoes Found Amazingly Supple

Plenty of mileage—plenty of wear—in casual shoes which are a necessity in the wardrobe of the woman who drives, walks, shops, spends plenty of time out-of-doors.

They look rugged, but thanks to new tannages and construction they are amazingly soft and supple on the foot.

They borrow their styling from the men—the slip-on which has become a major masculine shoe fashion, the two-eyel which is neat, trim and comfortable.

The two-eyel ties boast a bouncy foam rubber sole, making working, walking or driving a pleasure. Leathers are supple elk or calf in the new soft tannages which are a delight to the foot. Colors may be conventional—or you may choose bright shades to go with all your play or work clothes.

Shoes that don't have the foam rubber soles go in for flexible lightweight treatments which stand up well under hard usage.

U.S. SHOE LEATHER

The shoe industry of the United States will produce 550 million pairs of shoes this year, for a new record. This is more than any other nation in the

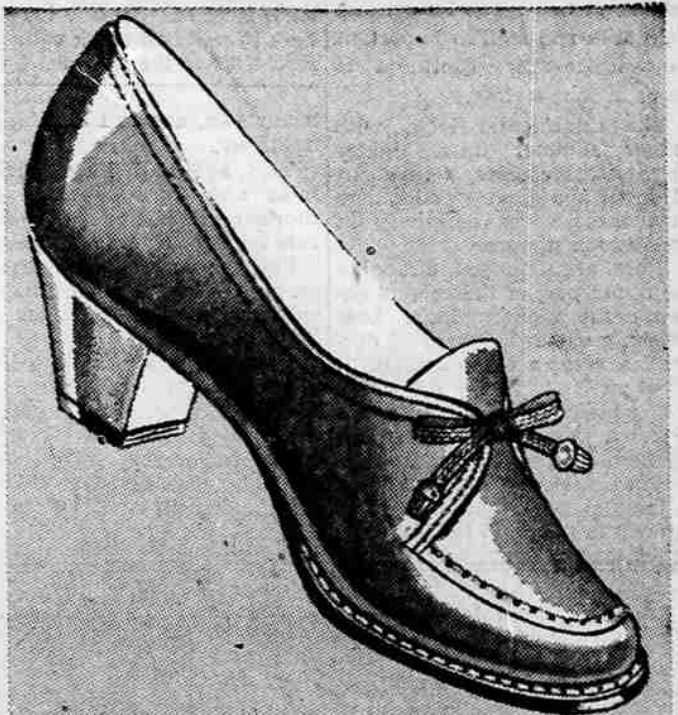
WHY FEET PERSPIRE

Ever wonder why your feet perspire freely? The sole of the foot contains 3,500 sweat ducts or pores to the square inch—more than in almost any other part of the body.

FEET CHANGE SIZE!

Believe it or not, but the fact is your foot changes sizes. It is larger at the end of the day than in the morning, for obvious reasons. Shoes must fit at both times.

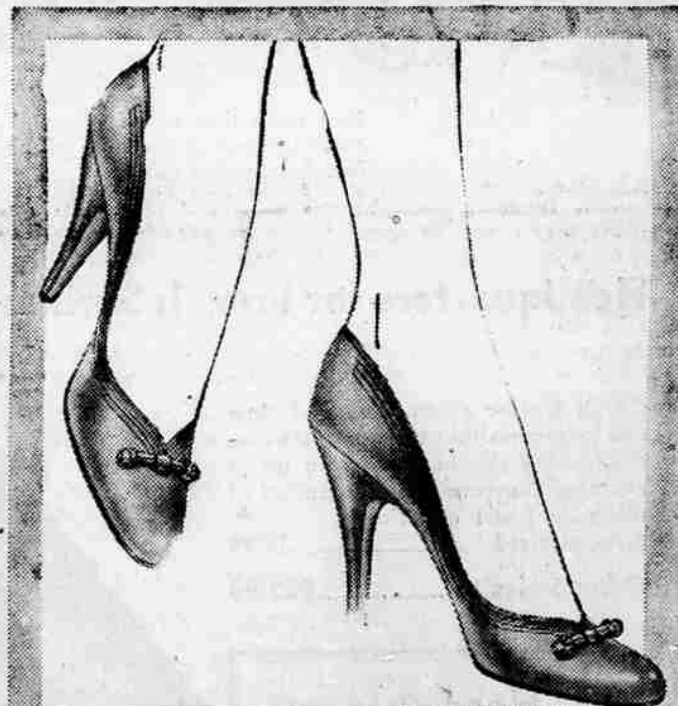
PENNEY'S
ALWAYS FIRST QUALITY!



LOW-HEEL WALKING SHOES—EXTRA SOFT!

Penney's pampers your feet in the lightest, most flexible shoes, ever! They're budget-priced low-heel walking shoes of unlined calfskin or exciting, new, extra soft corkette calf. Sizes 5 to 9½. AAA-AA-A-B. Sanitized.

8⁹⁰



SLEEK LEATHER PUMP—PRETTYLY TRIMMED

Perfectly poised on a slim high heel—Penney's glamour-cut opera pump in smooth leather... modestly priced, of course. Fashion shades, braid trimmed. Cushion cork insoles. Sanitized.

6⁹⁰

Sizes 5 to 9



NEW LUSTROUS BLACK!

THE NEW IN SHOES... PENNEY'S LOW-LINERS

Lustrous top quality leathers, expertly crafted with Goodyear welt construction and leather soles. Sanitized for cleaner, longer wear! Widths B-C-D. Sizes 6½ to 12

7⁹⁰

SEYMOUR TROY DESIGNS



Sable lustrous calf, steel lining calf, queen's lace, silver kid underlay.

FASHIONS FOR THE EVENING

The kids go out, in gold, in silver... the new see-thru Vinylite, too—in evening shoes designed with majesty by the incomparable Seymour Troy. Big talk? Come see, you'll agree. There's nobody like him—therefore, nothing like Troylings.



Silver Kid

Troylings
STYLED BY Seymour Troy

FOR THOSE ACCUSTOMED TO PAYING MORE

\$15⁹⁵

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GUIDE-STEPS

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fine fashion footing

Many Styles Featuring the New Illusion Heel by Johnsonettes, Riviera Debs, Studio Styles

4⁹⁵ to 7⁹⁵
Leather & Suede SANDALS

- BROWN • AVOCADO
- BLACK • NAVY
- CHARCOAL

Good Selection of Sizes!



Essential foot-notes to complete your fall-and-winter fashion story. Big selection.

Leather & Suede PUMPS

- BROWN • RED
- BLACK • BLUE
- PINK • SMOKE
- BARK

Both Shoes Shown...\$7.95

Shoe the growing foot with care...



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Here's a shoe that is wonderful for school or for hard play. Moc toe oxford with neolite sole. Sizes 8½ to 13.

\$4.98

A smart looking shoe, burgundy color, plain toe, heavy crepe sole and heel. Sizes 8½ to 13.

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New Mileage
Polyurethane
Counter that
keeps the foot
of the shoe. Can't
break down!
"Plant Feet"

Tough Nylon
Through-
out Shoe—
40% to 50%
Greater Strength,
Resistant to
Perspiration.

Cushion
Arch Pad
For Extra
Comfort

"Puffball"
Protective
Lining helps
insulate, absorbs
heat, keeps
feet cool and
comfortable.

Sanitized
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Sole
Famous for
Hard Wear

Polyurethane
Midsole—
Stronger
and Water
Resistant

Complete
One-Piece
Leather Uppers
—Fits Like
Gloves—
Comfortable to
the Feet