

Beautifully Designed Pumps Fashionable for Town or Afternoon Wear

Men Interested In Eyelet Oxford

For the school and college crowd, the young business executive and the older man with young ideas there's still plenty of interest in the one and two-eyelet oxford, especially for early fall wear.

They have a new look this year. The low top, so successful this summer, continues to be a feature in this type of shoe. The light look and feel, so important in ready-to-wear, continues to score in shoe styling.

The Continental look, with longer slimmer lines, lighter more flexible soles, refinement of detail and glove soft leathers puts these shoes definitely in the fashion picture.

Soles are trimmed closer to the upper part of the shoe to enhance the slender look. Less stitching and refinement of decoration creates a more sophisticated air.

The plain toe blucher is a top favorite. It's smart in smooth leathers, cashmere-grains and cordovans. For younger wearers in the high school group there is interest in the plain toe Bal with



NEW FOR MEN this fall is the three-eyelet blucher oxford, shown here in polished black calf, with hand flex-sole for ease and comfort. This is the Concord So-Lc.

Long Wear Gauge Can Prove Fallacy

How would you measure the "value" of a pair of shoes? Some use the gauge of long wear.

However, this can prove a fallacy. For example, an all metal shoe or a Dutch wooden clog will far outwear the best pair of leather shoes. But neither will yield the perfect fit for walking comfort, nor does either possess the fashion rightness demanded by today's living.

Moccasin treatments continue to be important in the one and two-eyelet styles, but here again, the lighter, simpler treatment is the thing. Flat seams, finer stitching. The two-eyelet hand-sewn moccasin is a leader for Fall and younger wearers.

Heavy Sole, and Full Continental Treatment

This age still likes nuclear soles and storm welting, and shows a marked preference for cordovan for classroom wear.

For the more sophisticated group, the simpler the smarter, with emphasis on lightness and line.

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Feminine Trend In Fashion Comes To Full Flower

When all's said and done, there's nothing prettier or more flattering to the foot than a beautifully designed pump for town or afternoon wear.

This Fall they're smarter, more elegant, than ever—and there are more of them. The whole feminine trend in fashion comes to full flower in these slender graceful shoes.

Comfort hasn't been ignored. In spite of slim heels and tapered toes, they hug the foot with love-like ease. Lighter leathers, softer construction, more flexible soles make them as easy on the foot as they are on the eye.

Most pumps for daytime wear show decorative touches. But these touches have been greatly refined. Never are they allowed to interfere with the slender flowing lines of the shoe.

Materials in Variety

Materials vary for the occasion. Suedes and polished leathers are in the lead for town, but the new grained leathers and reptiles making handsome supplies pumps for wear with town suits.

Braiding, stitching and binding follow the contour of the shoe. The very slim toe and heel are universal features, and the new low back pump has an added softness on the foot. Criss-cross stitched patterns give an interesting effect of texture to a tailored pump of supple calf. And flat folds of satin across the vamp of a black suede dress pump offer great elegance with classic simplicity.

An important feature of the "New-in-Shoes" is the "disappearing" pump, shown for both street and formal wear. This has a high front, cut straight across the vamp, with a sweeping line and low cleft sides almost invisible from the front. One of the pump sensations on both sides of the Atlantic.

New Ideas in Classics
The classic opera is out with new ideas this fall. There's the low-back, for instance. Undoubtedly influenced by the sweep of low-line shoe fashions for men, this past season. Made on a completely new last, this pump has straighter lower back, slim trim silhouette in line with the season's silhouette.

Also of interest to women, the seamless pump with folded top-line—no piping or seaming—a shoe that slips on like a glove and moulds itself to the foot.

For the cocktail hour, black is a favorite—in suede, satin or other materials. These are the daintiest, most feminine of shoe fashions. They include closed pumps, sandal pumps and straps, both T and instep.

Backless pumps are still in the pictures, especially noteworthy in the very high vamp sabot type which sheathes the instep.

High thin heels are a feature, but new interest will be in the graceful shape of the heel, rather than its height and slimmess.



FEMININE DETAILS over the vamp reflect the enchanting new treatments to which the new pumps for Fall, 1955, featuring the new soft construction, are being so handsomely subjected.

USE SHOE TREES

Good shoes retain their shape fairly well with wear, and better if shoe trees are used when they are not being worn.

MOCCASIN COLORS

Burgundy, charcoal brown, tan, and maple shades are being shown in real country moccasin types.

Patent Leather Slippers in Demand

From toddlers to early 'teens, there's still demand for patent leather slippers. Mothers love them, because they go with everything, shine up in a trice, are a basic in the party wardrobe.

The new slimmer ones are prettier than ever. Multiple straps and fussy trim have given way to pumps and single straps with just a touch of delicate decoration on the vamp.

For tiny tots, the "plain-Jane" Mary Jane pump which has been a nursery favorite for years is still in demand.

However, the child slightly older wants the new dress-up look. This may be stitching in white, gilt or silver or pastel. It may be a tiny beaded motif. It may be contrasting inserts of pastel or lustre leather or a narrow binding and tiny bow.

In these party shoes there are flats for the younger girls and a low heel for the grade school girl, and perhaps a graceful little curved French heel on a strap or shell pump when she begins to go to real parties and dances with boys.



SMART step-in with new vamp treatment, tailored bow and wedge heel, this casual is available in five colors.



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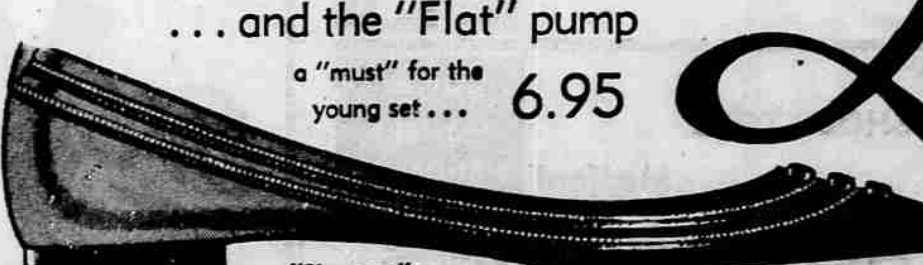
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