Children's Shoe Styles Keeping Step With Fashions of Grown-Ups

Children's shoe fashions are really stepping out this Fall, keeping right in step with the important trends in grown-up shoe patterns.

The new look is the slim look, which dominates the picture for men and women. In the new softer, lighter tannages it is adapted to comfort as well as good looks. It's apparent in shoes across the board— for school, play and party wear. For boys as well as girls.

A feature of the new look is the slimmer toe, sometimes really pointed in shoes for dressup wear.

Leathers, whether they be kidskin, calf, patent or grain are softer, more supple—a far cry from the heavy leathers which used to make the "breaking in" of school or play shoes a painful ordeal.

Colors are really going to town, reflecting important trends of the season. Of course we have black patent, strong as ever. And the tans, browns and navy blues. Red is there, with the preference going to Cherry for Fall.

But after these basics, the sky is the limit. Lustre leathers are in, for party wear. Particularly pretty is a new blue, that's perfect with pastels, soft blues, mauves and lilacs for dancing school wear.

Avocado, which has scored a hit with women, now makes some smart shoes in aniline or lustre calf. And copper, in lustre, patent and aniline has a new autumn look.

Boys go along with men in preferring their fall shoes in black, dark brown, charcoal brown and cordovan tones. They also like the lighter golden browns, important in the grains and shrunken leathers for more casual wear.

More Want Pumps

More girls, both big and little, are now asking for pumps, either plain or with touches of decoration. They feel it has a grown-up look.

The strap shoes have a definitely new look. They're lighter. Multiple straps and intricate design have given way to simpler, smarter treatments of one and two strap patterns, with an occasion T strap or ankle strap. The one-strap shell is a hit, combining the look of pump and strap shoe. And of course the Mary Jane goes on especially with the kindergarten crowd.

For sweater wearers, there's the sweater pump that slips on like a glove. And the pump or strap shoe with peaked vamp is a fashion item.

Borrowed from the boys are the two-eyelet low-line oxfords, in soft, smooth and textured leathers, smart indeed with her Black Watch plaid school outfit.

Boys go along with their dads in demanding semi-low and low-line oxfords, in both two-eyelet and more conventional four and five eyelet patterns. They share his fondness for the tassel moc which they have a tendency to use for everything including dancing school. They're devoted to loafers, especially with the new higher vamp line, and cushion or welt sole.

In general, the shoe story for boys and girls alike is one of dressing up rather than down. The sloppy look is out. The smarter, trimmer, neater look is in. Which should be a delight to parents and teachers alike.

Shoe Choice Varied For Active Women

At long last there's plenty of choice in shoe fashions for the woman who drives, walks and in general leads an active life.

Where she used to look with envy at the smart high-heeled shoes which didn't meet her scheme of things, now she has the widest choice in smart new shoes, flattering to the foot, easy on the eye, suited to every occasion.

She will find new looking pumps for her tailored suits, pretty dress shoes for afternoon wear, casuals in the softest of grain leathers or polished calf for country week ends, shopping or driving her car.

Designers have really created a shoe wardrobe for the active life of today, when foot comfort plus fashion is essential to an army of women the country over.

For country wear, high colors and unusual leathers are a feature. There are shag leathers in brilliant colors to match her sweaters; "kafalope," a satin-smooth suede that dyes in vivid shades; grained leather in interesting and unusual textures and colors in medium heels for town and country wear. These interesting leathers also appear in moccasin styles, both flats and wedges.

The slimmer tailored pump in polished calf also goes high style on medium heel, perfect for travel and tweeds. It shows discreet decorative touches a bit of stitching, perforation or braiding, a tailored ornament, buckle or vow. Vamp lines are cut with a graceful swing, and there may be a discreet opening for the important light look on the foot.

Two-tone shoes are important for semi-dress wear. For instance, a medium heel of beige and tan beige and tan suede, soft as cashmere, with slim heel, taper toe and smart stitching and bow for trim.

While closed shoes predominate in this category, there are also halter types in suede, brushed leathers and supple calf for early season wear. Buckles, tailored bows, kiltie treatments, perforations and stitching are features of these daytime shoes designed for flannels and tweeds.

CARE ADDS WEAR

Shoe care adds to long wear. Good ones regain their "new look" with a shine or a cleaning.

PRETTY one-strap party shoe in black patent with decorated vamp and leather sole, also available in blue smooth leather, and tan, red and black suede.

GOOD SHOE PRACTICE

Making it a habit to patronize the same shoe store and being fitted by the same shoe salesman is a good one. The fitter gets to know your tastes, your feet and the shoes best adapted to your needs.

High Vamp Provides More Grown-Up Look

What's her ambition? To look more grown-up!

And the Fall shoe fashions, with the new high vamp, accomplish just that purpose.

They have adapted a smart silhouette which is a feature of women's shoe fashions, and created new-looking styles for young wearers which promise to have a big success.

The new higher vamp line is a feature in shoes in all categories. It appears in tailored shoes for all-purpose wear and in pretty party shoes in suede, patent or kid.

It may be plain or have touches of decoration, but it definitely stamps the shoe as Fall '55.

Even the very young fry dislike anything that suggest a baby shoe. And the peaked vamp, in particular, gives that longer slimmer look that's the keynote of fashion this fall.

It's something new to look for when choosing your child's Fall and Winter shoe wardrobe.

For dress wear, touches of trim are dainty and restrained. If bows are used, they are soft and fitted closely to the shoe. Perforations, stitchings or contrasting pipings don't interfere with the trim lines of the shoe.

Beads, nailheads and metal touches are used with discretion, still give a party look.

Early Season Colors At Appealing Prices In New Shoe Styles

Color early, black all the way. That's how the shoe picture lines up for fall. Early in the season is the time for tweeds and jerseys, for flannel skirts and colorful sweaters. It's the time to pick up the new shoe fashions that add smart footnotes to well-selected casual and street costumes.

There's news in color—plenty of it—and at prices to appeal to every pocketbook. The browns are there, of course, with a wider range than usual to choose from. Staple benedictine and honey tones go on but get a new look with antique finishes. They're smart in alligator, too.

The amber brown and wood tones in both aniline and smooth leathers promise to be very popular. These members of the warm brown family have a happy faculty of harmonizing with many woolens. They carry nice names, too, such as Briarwood, Ceylon and Antique Amber. They're smart in lustre finishes in tawny and coppery tints.

Brown With a Glow

A highlight with tweed is the henna brown family. Its rich glow is picked up in many of the autumn woolens. It's one of the livelies of the early season city-country shoe colors.

To go very high-style, select one of the exquisite muted browns, in fawn or fur shades, wonderful with the monotone or tone-on-tone town ensemble.

And don't forget the good basic walnut brown, or the deep dark rich coffee browns which also are in the picture.

Grey goes very dark, with charcoal grey the favored shade in leathers. Green goes darker, too. The spring Avocado is often antiqued, and there are smart olive, Avocado Peel and Seaweed shades. Lustre leathers in Avocado Peel and Renaissance Green are lively and sparkling.

Navy, of course! It's always a high fashion fall and winter color. This season there's a new deep dark Ultra-Marine that's very rich, and a new lighter-than-navy that goes with new woolens.

Everyone Wants Red

Everybody wants one pair of red shoes, and Cherry Red is still the color. It's still a popular favorite in casual and tailored shoes. More newsworthy, the deep garnet reds, the purple and plum tones for the special shoe for the special costume.

Black, of course, both early and late. More smooth leathers this season, with suede the leader in dress shoes. Black reptile is smart with wools that combine black with color, and black mat finish offers a contrast to the popular polished look.

Lustre is also being featured. This finish gives to black a blue-black pearl look extremely effective with the black costume.

HIGHER VAMPS

While the low line persists, the trend toward a higher vamp treatment is a recurring feature in men's shoe designs for the coming season.

Smooth and Shrunken Leathers in Demand

Both smooth and soft shrunken leathers are in demand, in the new lighter, more supple tannages for men's shoes. Colors depend more or less on the occasin. But black, charcoal and walnut brown are still the headliners with younger wearers.

Some interest in the regulation brown tones which have been basic in this type of shoe. There is also some demand for cordovan leathers and deep Burgundy shades.

PENNEY'S
ALWAYS FIRST QUALITY!

ON SALE AT 6:00 P.M.

Wednesday Night Special
50 ONLY, HURRY!

PENNEY'S ELECTRIC BLANKET

wired with one of the finest electric circuits made!

13.99 Single Control

2-year free-replacement guarantee against mechanical defects.

Electric blankets at this price are a rare buy! But this blanket is a simply unbelievable value. Imagine, you get one of the finest electric circuits made, despite the thrifty price. And you get Penney's 2-year free replacement guarantee. Blanket cover is 65% rayon, 25% cotton, and 10% nylon cotton in Hunter Green, Geranium Red, Blue, Rose.

LOWEST PRICE EVER

FOR AN ALL-PORCELAIN AUTOMATIC WASHER!

By Far The Best Buy Of All Budget-Priced Automatics

Only $2.25 PER WEEK

YOUR BEST BUY!

*AUTOMATICALLY
*AUTOMATICALLY Washes, Triple-Rinses, Spin-Dries!
ALL-PORCELAIN... Inside and Out!

★ NO need to fill the tub with a hose...
★ NO need to advance manually every step in the cycle...
★ NO need to adjust water temperature at the faucet...
★ NO need to shut off washer by hand...

THIS WASHER IS AUTOMATIC—EVEN FOR PARTIAL LOADS!

Come In For A Demonstration Soon!

FREE LAUNDRY BASKET GIVEN WITH EVERY WASHER SOLD.

CITY APPLIANCE, Inc.

"Medford's Exclusive 'HOTPOINT' Dealer"

127 North Central Avenue • Across From Penney's • Phone 3-5306

OPEN UNTIL 9 P.M. EVERY WEDNESDAY EVENING