

# Basis for Fashion Found in New Shoe

A shoe improperly related to the other elements of a costume creates a false impression and robs the costume of any

intended fashion meaning. The shoe is the clue to the purpose of each individual outfit, the foundation of the total fashion look, says the National Shoe institute. Obviously, therefore, there must be a shoe wardrobe keyed to the living demands of today's active woman, and to the clothes she has chosen to meet those demands. American shoe designers have anticipated every need, and established the guidelines firmly so that the fashion conscious woman can move with authority through the batches of fresh shoe shapes.

**Shoes Lighter**  
The word to the fashion wise this fall is that shoes are lightweight, feminine. The methods designers have used to express this concept are all but infinite.

Toes, whatever their shape, have never received more attention. Crescents, soft points, snipped and widened squares, all give expression to the truism that because there is a lowering of the heel there must be a gentler toe. The taboo against extremes has softened squares as it has shortened the extreme elongation of past seasons, but there are no abrupt leaps, no sudden surprises.

Exquisite dressmaker detailing calls attention to the forepart of the shoe. A plain vamp might rise to a high-throated cuff or display a pilgrim buckle. There could be appliques, ribbons, pleating, jewels or cut-outs to emphasize the shape of the toe. The tied shoe is coming in with a swagger this fall, usually with skinny string laces but with an occasional prophetic bow of broad grosgrain or satin.

**Determines Shape**  
Emphasis, in any given fashion season, may lie in any section of a shoe, but in the last analysis the heel determines the shape and the ultimate function. Since it is the balance of all the parts that dictates design, the heel remains the key. For late day, the prevailing

height is still quite high because it is recognized that nothing is as flattering to the feminine leg and foot. The shape of the heel now is apt to be sliver thin and straight, although hourglass heels are to be found on the most formal shoes. Set-back heels appear in every height, while out-and-out flats in infinite variety and ingeniously decorated are everywhere in evidence.

The midheel, slimmed, gently curved or flared has taken over with the kind of shoes that go everywhere—to church, luncheon, cocktails, theater.

**Silhouette Season**  
Above all, this is a season of silhouette, and the word for it is lightness. One expression of this is the pared down pump, which might be the merest shell from a deep V or U throatline through cut-down sides and back. Also contributing to the lighter look is the opened shoe. There may be cut-outs on vamp, shank or back or the entire

back may be open, with or without a strap around the heel.

All kinds of straps across the instep appear with the confidence of complete acceptance. Low or high, T-straps, half moon arcs or whatever, this strapping new look is good for shoes for all occasions.

**Combined Looks**

Since every action has its corresponding reaction, designers have combined the lowered, cut-out, lighter look with some of the highest foreparts in many a season, such as high tongues with pleats, folds, buckles or stitching. When this happens, the sides or backs of the shoes must be lowered so that the overall impression is of lightness. One new looking afternoon shoe is all primness from softly rounded toe to high-rising laced instep. What makes it unmistakably fall, 1963 is the line that descends from high throat to the barely-there covering over the back of the heel.



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**ZEBRA FUR**—Herbert Levine uses zebra fur for a stunning slingback shoe with a wooden "gauchon" heel.

## Shoe Break Suggested For a Change of Pace

Does it seem to you lately that all the irritable, unreasonable, impossible people seem to be your lot? That their demands are endless? That your family or your boss at the office literally "run you off your feet"?

Maybe you're partly to blame yourself. Without being aware of it, you could well be overtired from long hours of standing and walking. That's when the routine stresses and strains of an ordinary day's work look more formidable than they really are.

Take a break. Athletes all take "time out" during competition; we all take coffee breaks, holidays, weekends and vacations to give aching muscles and brains a chance to enjoy a change of pace.

Foot and shoe specialists all agree that no part of the body gets so much abuse and so little attention as our feet. Numbering over one-fourth the bones of the entire body and carrying the full weight of the body for miles and miles each day, the feet are certainly entitled to a special "break" all their own.

The average housewife walks 7.8 miles per day, according to the National Shoe institute. It is estimated that the average mailman every year walks a distance equal to around the earth at the equator. What about you?

**Pamper Feet**  
Try a little tenderness! Yes, try pampering those hard-working feet just a little. Each day enjoy a shoe break. First, take off your shoes. Loosen hosiery at toes. Wriggle toes, flex muscles. Notice the difference? Remember, except for tiny mus-

cles, the feet have no pumping system of their own. When confined by shoes, they can't work.

So, whenever time permits, sit with feet raised on a desk, chair or sofa—"heart high." This aids circulation. Many doctors also recommend the simple exercise of picking up and setting down a glass marble with the toes.

Proper footwear is, of course, the key to really relieving most tired feet. If at all practical, change hosiery too. You'll learn quickly and happily that your feet won't perspire as much. Your shoes will look better, wear longer and feel far more comfortable. Worth a try, isn't it?

Yet, strangely enough, although most women can't wait for a change of "face," a fresh blouse, dress or even a splash of good perfume to perk up their spirits, their decision to slip into a second pair of shoes is based almost always on fashion. Does my dress require high heels? Should I wear cubed, low heels? Or—will the colors harmonize? And, always, how will I look?

**'Root Out' Cause**  
Actually, how you will look depends directly upon how you feel. When the consistent strain of foot fatigue robs your face of its smile and accents drawn and tense characteristics, it will take more than a gay frock—or even a good cosmetic—to make you look your best. Why not root out the cause of tension—foot fatigue?

Decide now to give your feet a "break." Plan three or four shoe breaks a day... same time each day if possible.



**HANDSEWN OXFORD**—Good grooming, the right look for business, is exemplified by this handsewn cordovan oxford. Inverted stitching suggests a moccasin toe.

## Shopping Guide May Assist Shoe Buyers

A person's foot is as distinctive as his fingerprint. For this reason shoppers should be extremely selective in the purchase of shoes. The pumps or brogues or whatever must fit properly to carry the wearer in comfort through the many activities of day or evening.

Buying a shoe that meets more than the demands of eye appeal begins with an understanding of the last—the maplewood, plastic or metal reproductions of the foot on which a shoe is made. Finding a last that matches the length, width and girth of the foot is of the utmost importance.

The following suggestions offered by the National Shoe institute were formulated to assist shoppers in selecting shoes:

1. Remember that throughout the day the foot assumes as many as 1,000 different positions. In the process some swelling is bound to occur, making the feet seem larger at times. Take this into account when buying shoes.
2. Don't be hasty in purchasing shoes. Give yourself time to examine the shoes and test them on your feet to assure yourself of proper fit.
3. Have your feet measured each time you shop for shoes. Foot sizes change, due to summer neglect, childbirth or a metatarsal condition.
4. Judge the shoe fit not just by its length but by its entire shape. Actually it is possible to get a foot into six different shoe sizes, say from 7½B to 10AA. But only two of these sizes will give the correct fit. One way of telling whether the shape conforms to the foot is to make sure that the curve of the big toe joint coincides with the same curve in the shoe.
5. Check when buying wom-

en's shoes to see that they are sufficiently snug in the forepart, and firm enough at the back, to prevent slipping. A shoe with too much slip causes constant rubbing which in turn results in those unsightly pump bumps.

6. The "breaking in" process should never be distressing. It means that, in wearing, the upper is creased. This is more apparent on low-heeled shoes be-

cause the flatter the shoe the more flexing it undergoes in walking.

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